



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

i expected  
something  
different

what do you  
think?

may be this  
isnt the best

they  
probably  
think i don't  
know



Persona's name  
Short summary of  
the persona

visits the  
website

does more  
research

fear

anxious



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?