



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?

What do you think

I was expecting

I want something new

What is the best for us

Why is this so hard

wasting too much time



Persona's name
Short summary of the persona

Do they think im stupid

May this isn't

Too colourfui

Iwant something fresh

Is this is so hard

overwhelmed



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?