



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?

visualize the  
task pipeline

integrate  
customer  
support  
processes  
with sales

business  
performance

trends and  
schedule  
reports to  
the specified  
user

upgrades a  
new  
installation

wanted a  
standardized  
system with  
automatic  
upgrades



Persona's name  
Short summary of  
the persona

track leads  
and  
prospects

business  
opportunities

easily  
handle

sell more  
in less  
time

manage  
invoices  
online

generate  
reports  
and  
analytics



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?