



Says

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

1. WANTS
CONVENI
ENCE

2. LIKES TO
USE PHONE

3. ENJOY
PICKING UP
COFFEE



Thinks

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

1. DOESN'T
HAVE
TIME FOR
LONG
TIME

2. NEEDS
CAFFEINE
TO
FUNCTION



Short summary of
the persona

1. DRINKS
COFFEE
EVERYDAY

2. HEAVY
SMARTPHONE
USER

3. WALKS TO
WORK

1. IMPATIENT

2. OVERWHELM
ED



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?