



Says

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

what size is best?

hoe long i have to wait ?

what do you think?



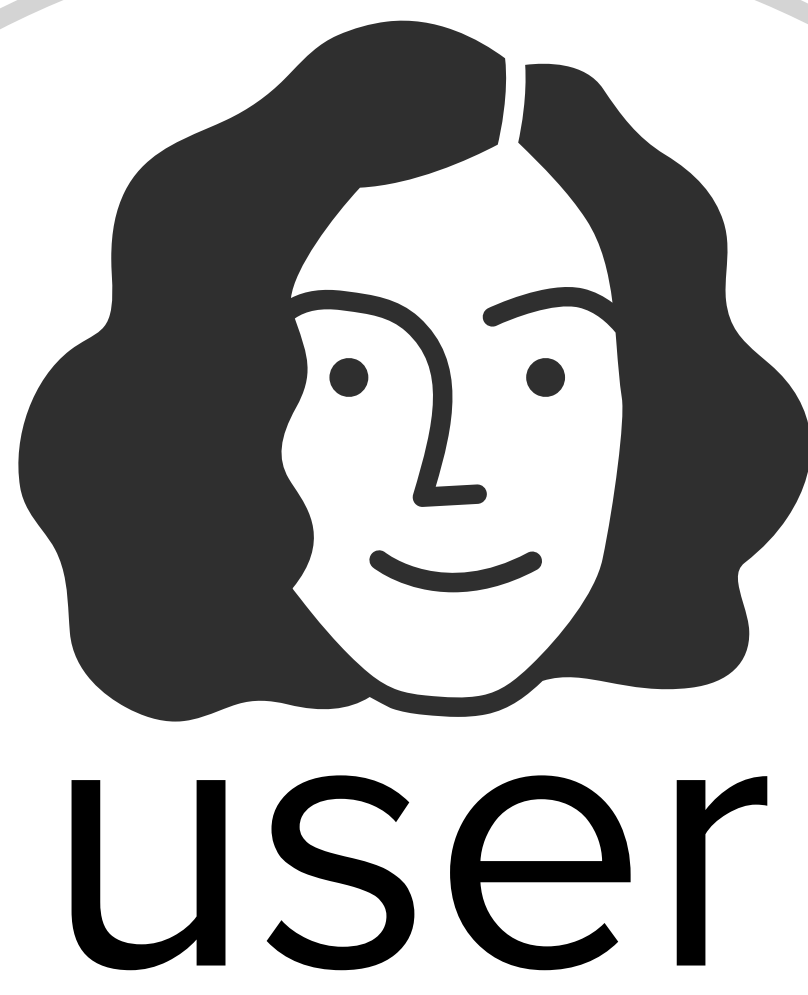
Thinks

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

why is this so hard

what is best for me ?

what else am i missing



Short summary of the persona

make calls

more research

asks friends

motivated

satisfaction

excited



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?