



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?

- Works in high speed
- Camera quality is good
- There will more storage space.

- They are want something awesome.
- We want more Security.
- Its buying cost are very high.



Persona’s name
Short summary of the persona

- More Research.
- Compares products.
- Completes processes.

- Expectation.
- Anticipate new versions.
- Intrested to learn more.



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?