



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?



Persona’s name
Short summary of the persona



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?

See an example

dream home is one that allows us to have the family we desire, the work-life balance

A house is not made beautiful by its furniture or decor, but by the people that live inside it. My dream

My dream home would be outside the city where I can find true peace and happiness.

Money is the basic need for building the dream house, or we can say achieving any dream requires money.

Everyone wants to enjoy the sunset in the evening with the drink in hand

Look for a professional designer; they will help you build the house precisely the structure you dreamed

dream home looks like a giant handmade sculpture on a rugged mountainside, invisible

want to build a dream house with a garden

dream house is about fulfilling desires rather than meeting needs.

Home is full of memories and continuing love

feel safe and comfortable.

they dreamt of building their dream house in a quiet neighborhood, where their family would feel safe, comfortable, ...