



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?

User
convenience

Learning the
application

Sorting the
work
pressure

Easy
handling

Saving
time

Monitoring
sales and
purchases

File
handling
easily

Managing
Accounts



Persona's name
Short summary of
the persona

safe and
secure

feeling good
to use

Satisfies our
needs

it's more
helpful

Files and
accounts

providing
software

Security

File handling



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?