



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?

Monitoring
sales and
purchases

Managing
Accounts

File
handling
easily

Saving
time

Easy
handling

User
convenience

Learning the
application

Sorting the
work
pressure



Persona's name

Short summary of
the persona

Security

Files and
accounts

safe and
secure

File handling

providing
software

it's more
helpful

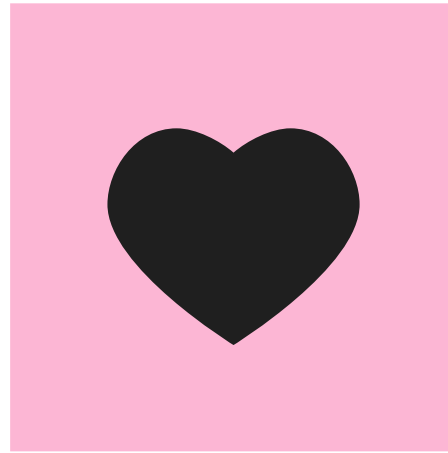
feeling good
to use

Satisfies our
needs



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?