



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?

I'm looking for the perfect wedding dress.

I want something elegant but not too expensive.

I'm not sure which style suits me best.

I hope I find the dress of my dreams

I want to look beautiful on my special day.

I'm concerned about finding a dress that flatters my body type.

Visits the Wedding Wonders Wear website.

Browses through wedding dress collections.

Asks for recommendations from friends and family.

Excitement about the upcoming wedding.

Anxious about the dress shopping process.

Hopeful to find a dress that matches the vision.