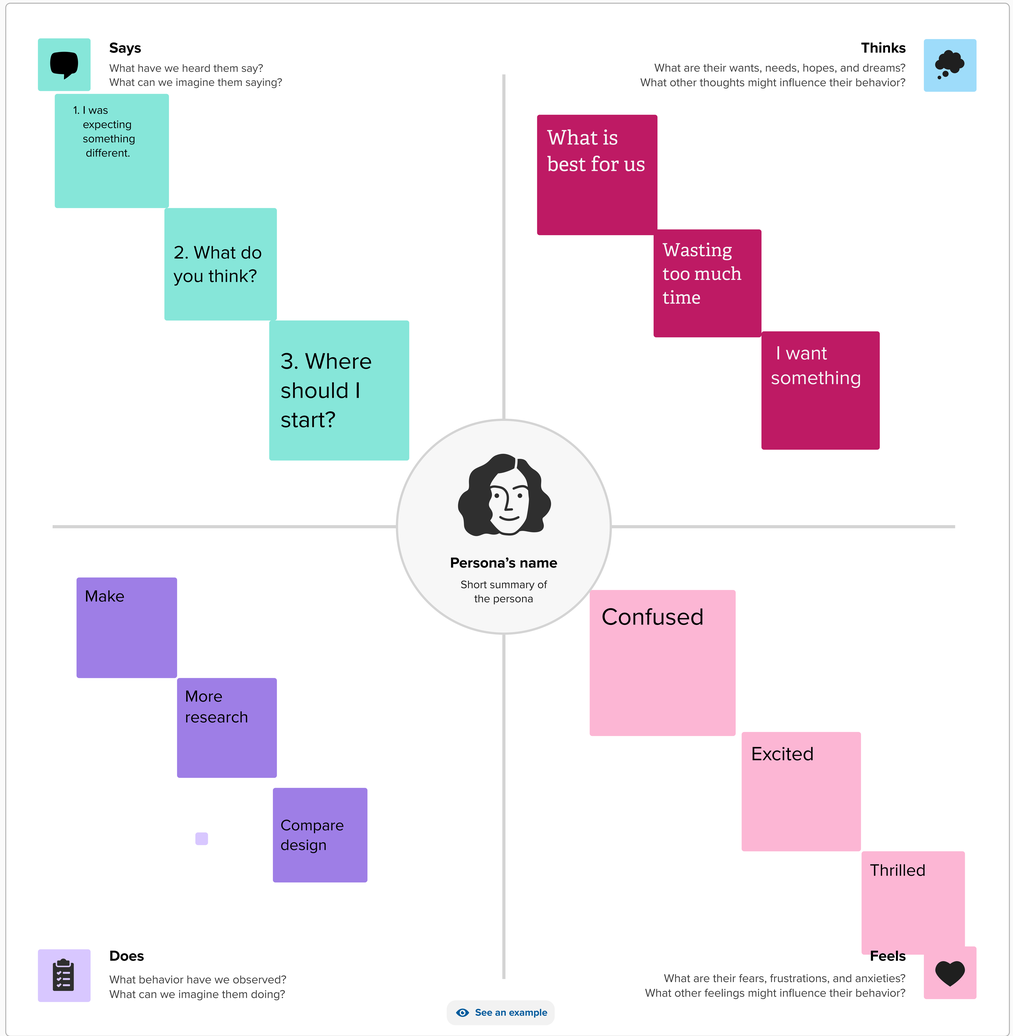
Says
What have we heard them say?
What can we imagine them saying?
1. I was expecting something different.
2. What do you think?
3. Where should I start?
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
What is best for us
Wasting too much time
I want something
Persona's name
Short summary of the persona
Make
More research
Compare design
Confused
Excited
Thrilled
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