



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?

What do you think?

I want something awesome

What size is best?

What brand do you like?

Maybe this isn't the best

Too many acronyms



Persona's name
Short summary of the persona

Makes small decisions

Compares products

Fear

Excited

Anxious

Postpones big decisions



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?