



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?

Great
photos

Special
character
and emojis

Headline
best
paractice

Previous

Topresources

Marketing



Persona's name
Short summary of
the persona

Key facts
and figure s

Human
interaction

Self image

Good

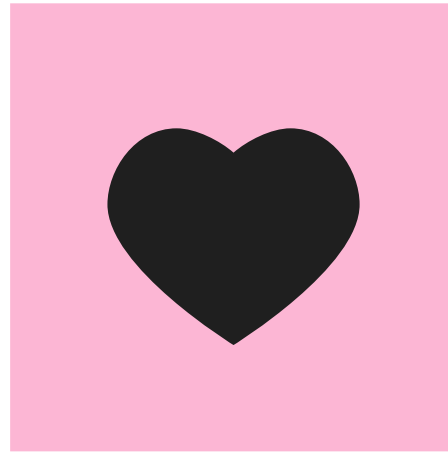
Happiness
of

Nice



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?