



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?

I want something unique

I need more time

How do I search for this?

I Dont want it if it is bad for environment

Am I forgetting soething?

I want to learn more about this



Persona’s name
Short summary of the persona

Compare prices

Asks friends

Nervous

More research

Satisfaction

Excitement



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](#)