



Says

What have we heard them say?
What can we imagine them saying?

that was
easy!

i really that
features

i want to be
able to work
more
quicky



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

i am not
sure what to
do next

what is the
best for me?

why it is
very hard



a.archana
sabinaya
c.anand
b.vinothi

Short summary of
the persona

more
research

asks friends

observe in
stores

fear

exicted

confused



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?