



Says

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

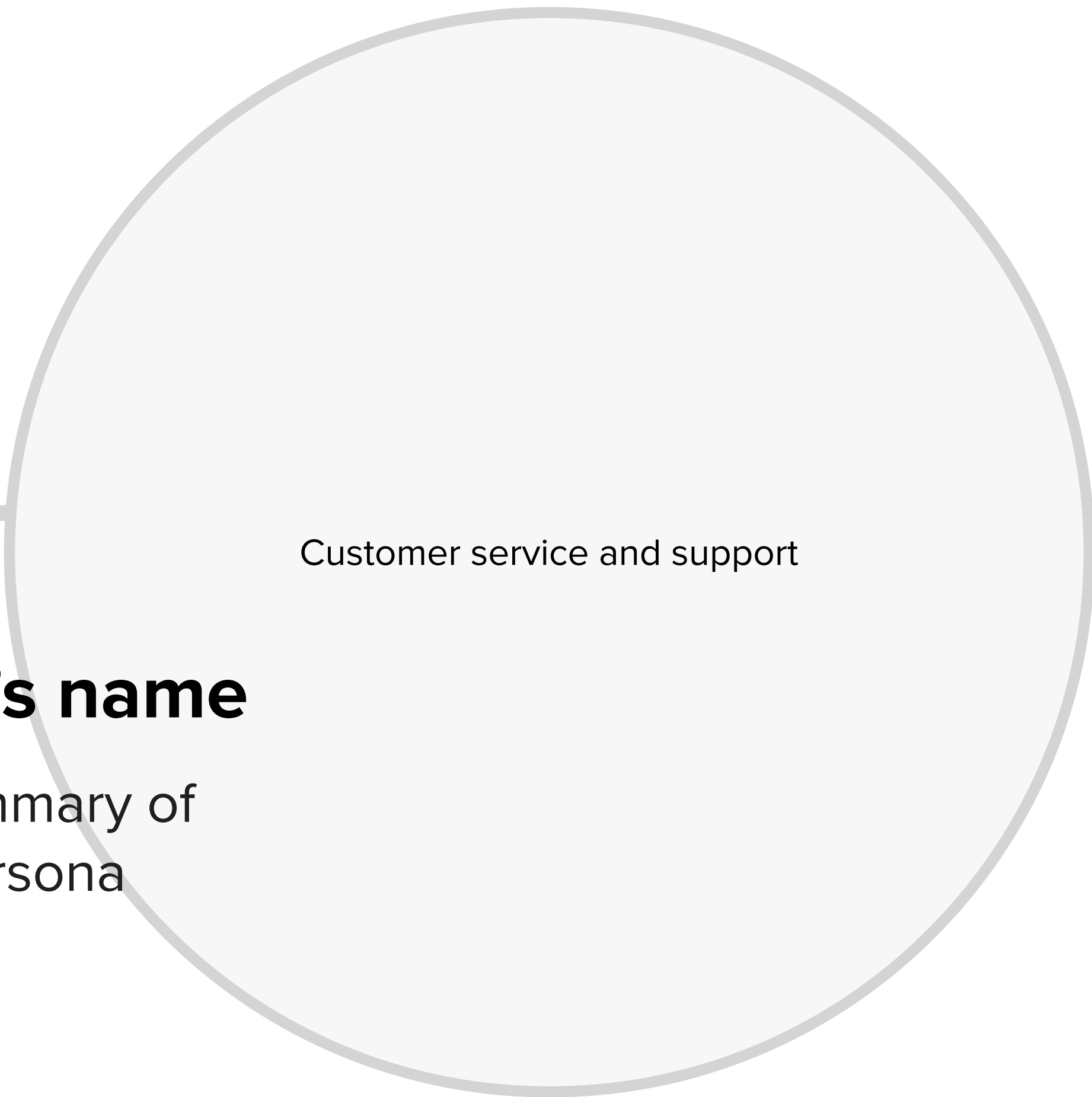


Thinks

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

Tell me
about
yourself.

Customer
support team
must be easy to
contact,
available,and
responsive.



Persona’s name
Short summary of
the persona

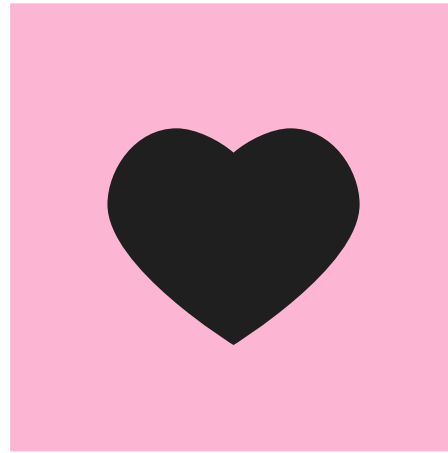
Provide help
when
customers have
trouble with a
company.

quick,easy,
personalized,and
empathetic.



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?