



Says

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

I want something straight forward

What do you think?

How easy is the process?



Thinks

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

I want more than this

I am wasting too much time

What am I missing?



Product manager

Short summary of the persona



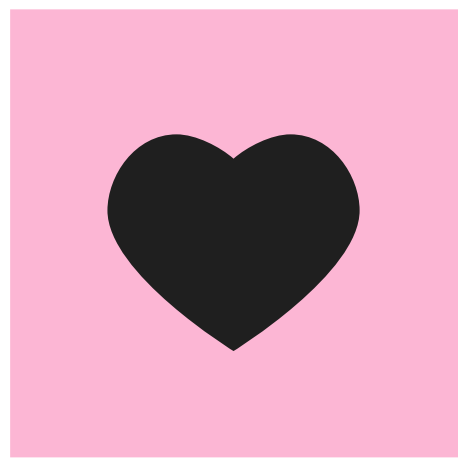
Does

What behavior have we observed?
What can we imagine them doing?

Checks the website

Ask friends

Compare products



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Excited

Happy

Anxious