



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?



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](#)



PRODUCT

Short summary of
the persona

It takes creativity,
consumer-savvy,
and the know-how
to take a product
from ideation all the
way to production

Product designers
**attempt to solve real
problems for real people
by using empathy and
knowledge of their
prospective customers'
habits, behaviors,
frustrations, needs, and
wants.**

To break things
down further, the
product
development
usually starts with
that idea.

product designer
**makes a practical
and functional
product as artistic
and attractive to a
consumer as
possible**

Phase 1 — Empathize and
Gather. In Phase 1, the goal
is to understand the problem
you are solving. ...
Phase 2 — Define The
Landscape. ...
Phase 3 — Ideation. ...
Phase 4 — Rapid
Prototyping.
Phase 5 — Test & Deliver.

its core, design thinking
is a problem-solving
methodology that, first
and foremost, focuses
on the user's needs
rather than the
product's specifications

product designer
**makes a practical
and functional
product as artistic
and attractive to a
consumer as
possible**

They are artists,
salesmen,
marketers,
architects, and
engineers all
wrapped into one.

It takes creativity,
consumer-savvy,
and the know-how
to take a product
from ideation all the
way to production.

Thinking of the
user: A product
designer will
generally
**incorporate UX
principles into their
design.**

But, great product
designers know how to
develop intuitive user
experiences. They
strive to build interfaces
so intuitive users don't
need walkthroughs or
onboarding.

This doesn't mean just
making a product user-
friendly. Product designers
may conduct A/B testing,
email surveys, and other
UX research or know how
to build wireframes,
prototypes, and journey
maps.