



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?

That was
easy

I want to be
able to work
more quickly

I really like
that feature

Is this really
it?

This pop-up
is distracting

How does this
compare to
similar
products I've
used?



ANTHONY DENSILIN S
Short summary of
the persona

Makes
decisions

Saves work
and shares
with others

Completes
processes

Focused

Confused

Excited



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?