



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?

taking health insurance

based on health.

do body check up in every month

Boold donation

helps for poor people

camp for villages



Persona's name  
Short summary of the persona

gave your body parts to others when you died

customer satisfication

make a customer feel good

allows us to zoom in even futher to that customer segment at a persona or personal leave

make sure the customer comfatibility

don with a customer feel



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?