



Says

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

i was
expecting
something
different

what do you
think?

what brand
do you like?



Persona's name
Short summary of
the persona

Thinks

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



wasting to
much time?

why is this
so hard?

what is best
for me?



Does

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

asks friends

check the
website

compare
products

Feels

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



overwhelmed

excited

fear