



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?

I want something reliable

This process take way few way long

I was expecting something different

i need something fast

The ads on the page are distraction

There's not enough info on the website



Persona's name
Short summary of the persona

Refreshes page several times

The user opered up a new window to look for additional information

Pages load too slowly

Searches for back button frequentiy

Overwhelmed too many decision to make

I wonder if this is indicative of the quality of the product



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?