



Says

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

I was expecting something different

I want something reliable

What is the best brand do you want?



Thinks

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

I want something awesome

Maybe this is the best

To many acronyms



Persona's name
Short summary of the persona

Make small decision

More research

Compare products

Excited

Overthinking

Satisfied



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?