



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?

The says quadrant contains what the user says.

OUT loud in an interview or some.

THE thinks quadrant captures what the user is thinking.

THROUGHOUT the experience.ask yourseis (from the qualitative research gathered).

other usability study. Ideally, it.

contains verbatim anddirect quotes from research.

WHAT matters to the user? it is possbtble to have the same content in boyh says an thinks.

TRY to understand why they are reluctant to shart-are they unsure ,self-conscious,polite, or afraid to tell others something.



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Short summary of the persona

THE Does quadrant e ncloses the actions.

THE user takes. from the research.

THE feels quadrant is the user's emotional state.

OFTEN represented as an adjective plus asshort sent ence for context.

WHAT does the user physic ally do.

HOW does the user go about doing it.

ASK yoyrself: what worries the user.

WHAT does the user get excited about? how dues the user feel about the experience.



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?