



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?

Want's
convenience

Doesn't
have time
for long lines

Like to use
phone

Enjoy
picking -up
coffee

Needs
caffeine to
function



Persona's name

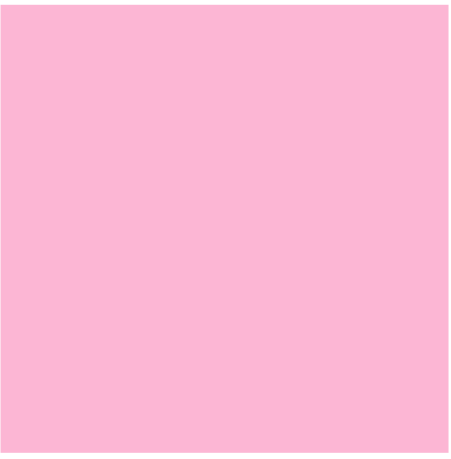
Short summary of
the persona

Drink coffee
everyday

Heavy
smartphone
user

Impatient

Walks to
work



Overwhelmed



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?