



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 need more time

I want to learn more about this.

Do I really need it.

Excited

Helpful

Easy to use

I want some unique

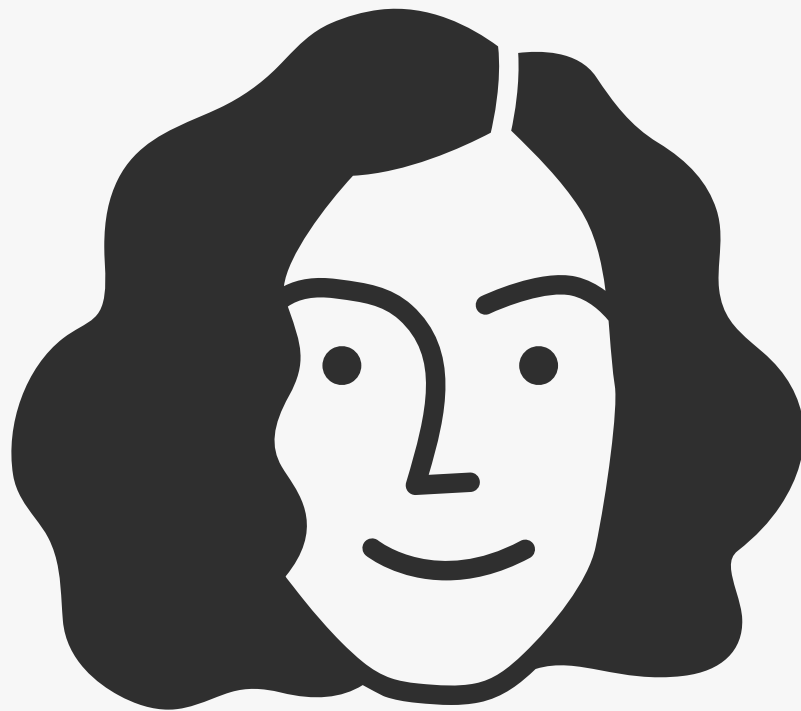
I don't want it if it bad for environment.

How to search for this

Compares prices

More research

Gain creation



Persona's name
Short summary of the persona



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?