



Says

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

I want some unique

How to search for this

I don't want it if it bad for environment



Thinks

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

Do i really need it

Creative thinking

I want to learn more about this

I need more time



Persona's name
Short summary of the persona

Compare prices

Learn creative

More research

Excited

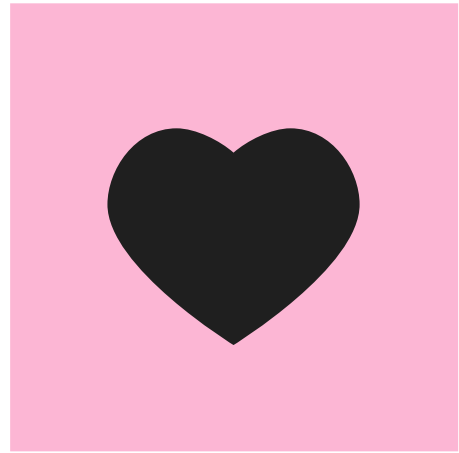
Easy to use

Helpful



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?