



Says

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

the said to
learn many
feature

the said to
learn the
works

the said to a
project



Thinks

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

to be happy
and fun

make new
friends

make a
beautiful life



Persona's name
Short summary of
the persona

good

excelent

great

this activity
was good

comfortable

good



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?

See an example