



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 app is well priced and seems to be able to do what I need.

I can afford this app and it will save me time and money.

I want an app that works all the time properly.

This app is not reliable.

This app is confusing, and I cant see how to move to the next step.

I need something that is simpler to use, and this is too complicated.



Persona's name

Short summary of the persona

Constantly refreshes the landing page.

Purchases a number of similar apps.

Excited about getting a bargain.

Uses a variety type of different devices.

Frustrated by the in ability to use the app effectively.

Bored of the same layout that many other similar apps have.



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?