



**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?

how do  
i search for  
this


i need more  
time

special  
summary  
revision

i want  
somthing  
unique

i want to  
learn more  
about this

do i realy  
needed



**Persona's name**  
Short summary of the persona

make  
budgets,compare  
prices

anxious

visit and  
confirm  
venue

avoids  
excessive  
meetings

nervous

e  
Excitement



**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?