



Says

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

I want something reliable

i was expecting something different

I need something fast



Thinks

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

this process take way too long

the ads on the page are distracting

there is not enough info on the website



Persona's name
Short summary of the persona

the user opened up a new window to look for additional information

refreshes page several lines

searches for the back button frequently

pages load too slowly

i wonder if this is indicative of the quality of the product

overwhelmed too many desicions to make



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?