## Says

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

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



**Thinks** 

I want something reliable

This process take way too long

I was expecting something different

I need something fast

The ads on the page are distracting

There's not enough into on the website



## Persona's name

Short summary of the persona

Pages load too slowly

Refreshes page several times

The user opened up a new window to work for additional information

Searches for back button frequently

Overwhelmedtoo many decision to make

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



## Does

What behavior have we observed? What can we imagine them doing?



See an example

**Feels** 



