



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?

I want something reliable

This process take way too long

I was expecting something different

I need something

The ads on the page are distracting

There is not enough into on me



Persona's name  
Short summary of the persona

Refreshes page several lines

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

Overwhelmed too many desicion to

Pages load too slowly

The user opened up a new window to look for additional

Searches for back button



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?