



## Says

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

I want  
something

I was  
expecting  
something  
different

I need  
something  
fast



## Persona's name

Short summary of  
the persona

## Thinks

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



This  
process  
take way  
too long

This ads on  
the page  
are  
distracting

There's not  
enough info  
on the  
website

Refreshes  
pages  
several  
times

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

Searches  
for back  
button  
frequently

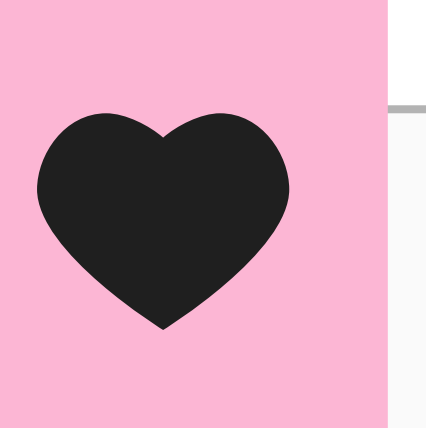
Pages load  
too slowly

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

Overwhelmed-  
too many  
decision to  
make

## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



## Does

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



Mind map

[See an example](#)