



Says

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

I want something reliable

I need something fast

I was expecting something different



Thinks

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

This process take way too long

There's not enough info on the website

The ads on the page are



Persona's name

Short summary of the persona

Pages load too slowly

Overwhelmed- too many decision to make

I wonder if this is indicative of the quality of



Does

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

Searches for back button frequently

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

Refresher page several times

 [See an example](#)

Feels

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

