



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

the ads on
the page
are
distracting

there is not
enough info
on the
website



Persona's name
Short summary of
the persona

refreshes
page
several time

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

searches for
back button
frequently

pages load
too slowly

overwhelmed
_too 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?



Feels

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