



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 variable.

This process take way too long.

I was expecting something differnt.

I need something fast.

The ads on the page are distracting.

There's not enough into on the websit.



Persona's name
Short summary of the persona

Pages load too slowly.

Refreshes page several timer.

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

Searches for back button trequently.

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?