



Says

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

I want something valuable.

I was expecting something different.

I need something fast.



Thinks

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

This process take way to long.

The ads on the page are distracting.

There's not enough into on the website.



Persona's name

Short summary of the persona

Refreshes page several timer.

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?