



Says

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

I want
something
usable.

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
takes way
too long.

The ads on
the page
are
distracting.

There's not
enough info
on the
website.



Persona's name

Short summary of
the persona

References
page
several
times.

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

Searches for
back button
frequently.

Pages load
too slowly.

Consistent with many
other users.

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



Does

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

[See an example](#)



Feels

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

< Dharshini brainstorm_2023-09-01_08-10-...

