



Says

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

I want
something
reliable

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
too long

The ads on
the page
are
distracting

There is not
enough info
on the
website



Short summary of
the persona

Persona's name

Refreshes
page
several
times

The user spent
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?



[See an example](#)

Brainstorm & idea prioritization

Use the templates in your set to brainstorm possible solutions that can address your target problem and then select the most promising ideas for further development.

- Brainstorm
- Selection
- Refinement

Brainstorm

Generate a large number of ideas, without criticism or evaluation.

- Brainstorm
- Selection
- Refinement

Selection

Choose the most promising ideas for further development.

Use the following criteria to evaluate your ideas:

- Relevance
- Feasibility
- Impact
- Novelty

Refinement

Develop your selected ideas into more detailed proposals.

Use the following criteria to evaluate your refined ideas:

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