



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?



Persona’s name



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?

I want something reliable

I was expecting something different

I need something fast

This process take way too long

The ads on the page are distracting

There is not enough info on the website

Refreshes page several times

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