

## Says

Iwas

experting

different

something

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
Valiable

Ineed

fast

something

This process false way too long

The ads on the page are distracting

There is not enough into on the website



## Persona's name

Short summary of the persona

Refereshes page several limer

The user
Opened Up a
new window to
look for
additional
information

pages load too slowly

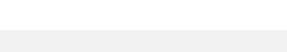
Overwhelmed
\_ too many
decision to
make

I wonder if this as us indicative of the quality of the product

Searches for back button frequently

## 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?

