



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?

I want
Something
Valiable

I was
experting
something
different

I need
something
fast

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

Searches for
back button
frequently

pages load
too slowly

Overwhelmed
_ too many
decision to
make

I wonder if this
as us
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?