



Says

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

I want
something
valuable

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's not
enough into
on the
website



Persona's name

Short summary of
the persona

Refreshes
page
Several liner

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 us
indicative of
the quality of
the product

