



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

This process  
fake way too  
long

I was  
expecting  
something  
different

I need  
something  
fast

the ads on  
the page are  
distracting

There"s not  
enough into  
on the  
website



Persona’s name

Short summary of  
the persona

Pages load  
too slowly

Refreshes  
page  
Several liner

The user opered  
up a new  
window to look  
for additional  
information

Overwhelmed  
\_ too many  
decision to  
make

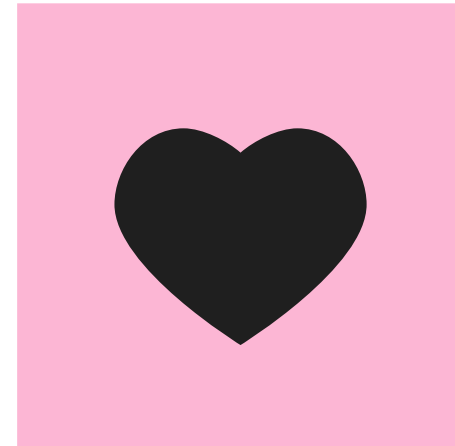
I wonder if  
this us  
indicative of  
the quality of  
the product

Searches for  
back button  
frequently



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?