



Says

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

I want something reliable

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 is not enough info on the website



Persona's name  
Short summary of the persona

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



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?