

## Says

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

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



**Thinks** 

"Sometimes i can't read my own writing.

Management doesnt value research

"I need a way to organize my schedule."

The vp said they know what's needed and there's not time for research

Dev team likes getting tested prototypes

we need more tiimes w'users



## Persona's name

Short summary of the persona

Makes small decisions

Frustrated anxious about not being able to keep up with everything.

Uses a paper planner and sticky notes to keep track of tasks.

Uses different colour pens to mark different types of events.

Intimidated by the complexity of online tools.

Wants to bury their head.



## 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?

