

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?

Next to "Feel,"

add another



Continue the sequence with

Say" and adjust the font style to

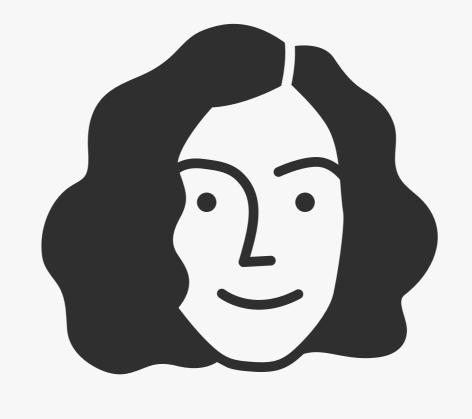
make it stand out.

text box with the word

> Next to "Feel," add another text box with the word "Think." Choose a font that complements the design.

Think." Choose a font that complements the design.

Thinks



Persona's name

Short summary of the persona

Add a text box with the word

Finally, include

Do" in the sequence,

> Finally, include "Do" in the sequence, using a font that fits the theme.

Feel" and use a font style and color

Add a text box with the word "Feel" and use a font style and color that evoke the desired emotion

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?



