



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?



Persona's name

Short summary of the persona

Abilities

Self-Deceiving Plan

Achieve in life

Very Useful

Practical

Valuable

Business Travel

Services Excellence

People, Process & Technology

Good

Understanding

Foreign Travel



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?