



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

I'm looking for a flight that departs in the morning.

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Anxious about finding the best flight options.

Anxious about finding the best flight options.

Anxious about finding the best flight options.

Anxious about finding the best flight options.

I'm looking for a flight that departs in the morning.

Anxious about finding the best flight options.

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Anxious about finding the best flight options.



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?