



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?

Continue the sequence with

Think." Choose a font that complements the design.

Say" and adjust the font style to make

Continue the sequence with "Say" and adjust the font style to make it stand out.

Next to "Feel,"

another text box with the word



Persona's name  
Short summary of the persona

Add a text box with the word

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

evoke the desired emotion

Finally, include

"Do" in the sequence, using a font

Feel" and use a font style and color



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?