



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?

where
should I start

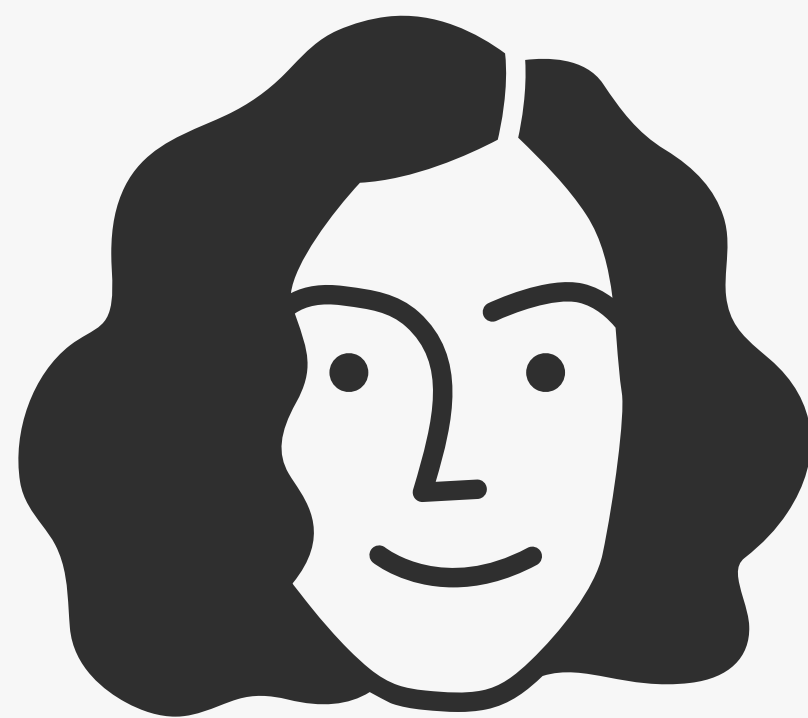
how long I
have to
wait?

what do you
think?

Will it arrive on time?

Anything
missed

How much
time will left?



Persona's name
Short summary of
the persona



visit and
confirm
venue

nervous

compare
prises

make calls

Excitement

Satisfaction



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?