



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?

that way is  
easy

I want to be  
able to work  
more quickly

i really that  
feature

How does this  
compare to  
similar  
products I've  
used?

This pop-up  
is distracting

Is this really  
wo

Persona's name

Short summary of the persona

Save work  
and shares  
with other

completes  
processes

makes  
decisions

focused  
confused

curious

Excited



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?