



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Persona's name

Short summary of  
the persona

Attitude in  
public

Appearance

Behavior  
toward  
other

What really  
counts

Major  
preoccupations

Worries and  
aspirations

Attitude in  
public

Appearance

Behavior  
toward  
other

What really  
counts

Major  
preoccupations

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