



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?

What do you think

Why is this so hard

I want something reliable

Where should i start

Too many acronyms

May be this isn't the best



Persona's name
Short summary of the persona

Observes in stores

Make small decision

Excited

More research

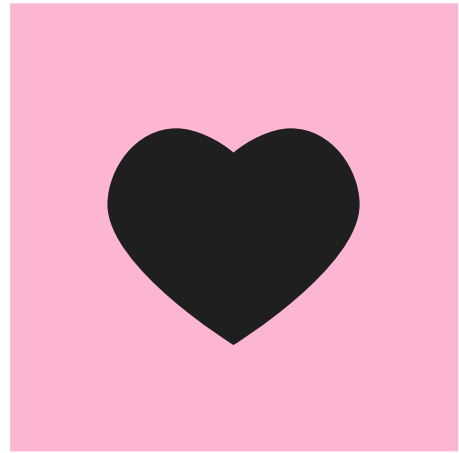
Usure who to trust

Inadequate



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?