



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?



persone's name

Short summary of
the persona

[See an example](#)



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?

I don't have time
to waste on long
calls or to seek
out buried
information

Idon't have
time for this

There's not
enough info
an the
website

Dose jamie
appreciate
the profile
set-up?

I don't expect to
have to pull
teeth to get
something done

If I need to find
something or mange
my account ,it should
be easy for me so do it
myself without having
to call

Uses the chat
function to
self -serve

Ignores
marketing
emails

Frusteated-
my needs are
being ignored

Avaid's calling
anyone on
the phone

Is jamie ever
excited or
hopeful?

Unsure -
because the
info on the
site it unclear