



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 brand
do you like ?

i was
expecting
something
different

i want
something
reliable

too many
acronyms

why is this
so hard ?

wasting too
much time ?



jannathul firthous

Short summary of
the persona

list pros /
cons

compares
products

more
research

inadequate

over-
whelmed

unbelievable



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?