



Says

What have we heard them say?
What can we imagine them saying?

IT LOOKS
LIKE A NICE
BIKE

THIS BIKES
GIVES
ADVENTURES

THIS BIKE
DESIGNED
FOR ALL
TYPES OF
ROADS

LOTS OF
COLOR
VARIATION



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona's name

Short summary of
the persona

BIKE HAVE
ATTRACTION
CONTROLL AND
IT CANNOT SKIT
ON THE MUD
ROAD

CRUISE
CONTROLL IT
CAN
MAINTAIN AT
THE ROADS

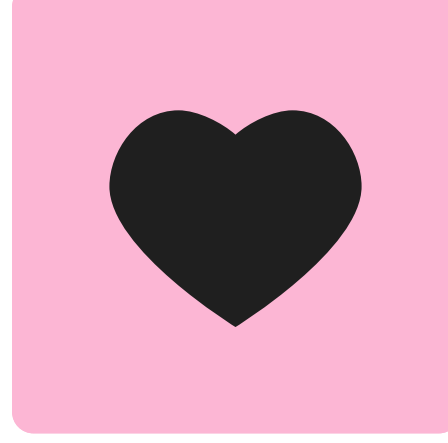
FEELING
TO RIDING
ON THE
ROAD

SMOOTH
FREE RIDE



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?

[See an example](#)