



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?

i want  
something  
reliable

what do you  
think about  
apple  
iphones?

what brand  
do you like?

wasting too  
much time?

what else am  
i missing?

maybe this  
isn't the  
best?



Persona's name  
Short summary of  
the persona

asks friends

makes small  
decisions

lists pros

excited

inadequate

anxious



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?