



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 was expecting something different

Why is this so hard?

What size is best?

I want something reliable

I want something awesome

Maybe this is not the best



Fresh bites catering
Short summary of the persona

Lists pros/cons

Asks friends

Overwhelmed

More research

Usure who to trust

Excited



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?