



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?



Persona's name
Short summary of the persona

i was expecting something different

i want something reliable

what size is best

I WANT SOMETHING AWESOME

i want something awesome

why is this so hard

more research

compares product

make research

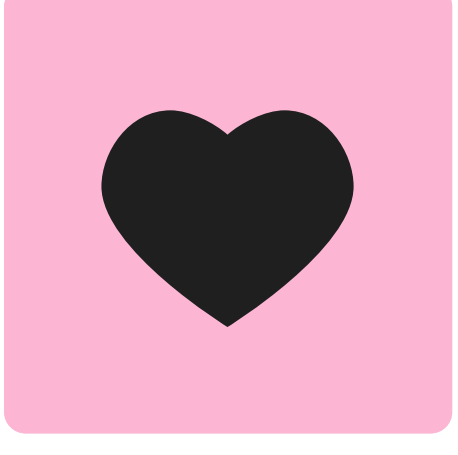
make small decision

overwhelmed

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?