



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?

action

behaviours

keywords

worries

thoughts

consents



Persona's name
Short summary of the persona

comments

opinions

by others

aspirations

emotions

worries



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](#)