



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 to
be able
work more
quickly

This pop-
up is
distracting

I really like
that feature

That was
easy!

Is this really
worth it?

How does
this compare
to similar
products I
have used?



Persona's name
Short summary of
the persona

Saves work
and shares
with others

Focused

Completes
processes

Makes
decisions

Curious

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?