



Says

What have we heard them say?
What can we imagine them saying?

i want to be
able to work
more
quickly

i really like
that feature

that was
easy

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

is this really
worth it

This pop-up
is
distracting

How does
this compare
to similar
products ive
used



kamatchi.R

Short summary of
the persona

Makes
decisions

Focused

drinks coffee
everyday

saves work
and shares
othes

confused

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?

