



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

What customers might say - "I want a spacious, modern home."

Their inner thoughts - "I need a house that fits my family's needs."

Their actions - "Researching properties online, attending open houses."

Their emotions - "I'm excited about finding the perfect home."



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?