



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?

How can I
do this?


which
product is
good for
health?

what are
the
benefits?

where
should I
start?

what do
you think?

Is it
necessary?



Persona's name
Short summary of
the persona



Drink water
everyday

satisfaction

walks to
work

Communicates
with patients

joyful

patient



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?