



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?

To collect
user
information to
under makes
the customer

I want
something
different
shapes of
sweets



Persona's name
Short summary of
the persona

Pickup a
limited of
item at a
time

I feel that the
sweet shop
will succeed



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](#)