

Says

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

Thinks

To collect user information to under makes the customer

I want something different shapes of sweets

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Persona's name

Short summary of the persona

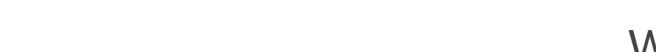
Pickup a limited of item at a time

I feel that the sweet shop will succeed



Does

What behavior have we observed? What can we imagine them doing?



See an example

Feels

