

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

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

Give them a name and
a portrait to empathize
with your persona.

I need to
start
tracking my
sleep.

I wonder if this
app will help
me figure out
why I'm
always tired.

I'm curious
about how
much deep
sleep i get
each night.

I wonder if my
sleep quality
affects my mood
and energy
levels during the
day.

I need to track
my sleep
patterns to see
if there are any
issues.

I want to
know how
well I slept
last night.

I hope this
app can help
me improve
my sleep
quality.

I'm excited to
see how much
deep sleep i
get each
night.

Use the app to
monitor their
sleep patterns
and quality.

Download
the sleep
tracking
my sleep.

Frustrated
with not
knowing how
well they
slept.

Anxious
about
potential
sleep issues.

Curious
about their
own sleep
patterns.

Hopeful that
tracking their
sleep will lead to
better overall
health and well-
being.

Set up the
app to
track their
sleep.

Adjust their
sleep habits
based on the
data provided
by the app.