



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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

[See an example](#)



Persona's name
Short summary of the persona

To channelize the knowledge

Consumer attitude

Speed quality costs

Become an inspiration to others

Cultural, social, personal

Our thoughts create our feelings and our feelings drive our behaviour

Technical complexity

Worry about performance

Anger

Feelings and intention

Consumer decision making process

Attitude components