



Says



Thinks

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



Persona's name  
Short summary of the persona



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](#)

"I need a reliable platform for online learning."

"I want to excel in my studies and need quality resources."

Searches for courses, watches video lectures, takes quizzes, and seeks help from

tutors.

Frustration with confusing topics, motivation to learn, and possibly some anxiety

about exams.