



**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?

***i was  
expecting  
something  
different***

***" am allegiant to  
delta because i  
never have a  
bad experience"***

***what do you  
think?***

***i want  
something  
reliable***

***"i want  
something  
reliable "***

***"i don't  
understand  
what to do  
from here"***



***create a social media post***  
Short summary of  
the persona

***checks the  
web -sites***

***makes small  
decisions***

***anxious***

***asks friends***

***i will very  
happy***

***excited***



**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?