



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'm looking for something reliable

I expected something different.

Where should I look for?

What are the most popular brands?

What do you think about product

What size would best sut me?

Shouldn't this be easier?

I want something awesome

Maybe this isn't the best

Wasting too much time?

They probabaly think I don't know

What else am I missing?



Persona's name

Short summary of the persona

Lists pros &cons

Dose more research

Make small decisions

Hesitate to make big decisions

Over-Whelmed

fear

Excited

Unsure whom to trust



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?