



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

This part is  
he most  
visual.

pick the right  
size .standard  
invitations  
size.

for  
invitations  
with a fold.

add image  
and text  
best  
templates.

consider the  
theme theme of  
your event  
before choosing  
words

you won't be  
added to the  
team until  
you accept.

you will want  
to let your  
guests know  
the purpose.

look for the  
template  
.narrow down  
your search  
invitation.

add your  
elements  
.your designs  
might  
influences.

add images  
and text .use  
the drag -  
and-drap.

oose the right  
deminisions  
for your  
design.

it's very too  
costly.then  
to use  
rarely.