



Says

What have we heard them say?
What can we imagine them saying?

what size is best?

i want something reliable

where should i start?



Thinks

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

wasting too much time?

may be this isn't the best

what is best for me?



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Short summary of the persona

checks the web-site

more research

asks friends



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?

excited

fear

inade quate