



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?

responsible customers

sustainable partners

positive impact

analysis

field research

well knowledge



Persona's name
Short summary of the persona

self knowledge

makes plans of goal basis

exploring knowledge

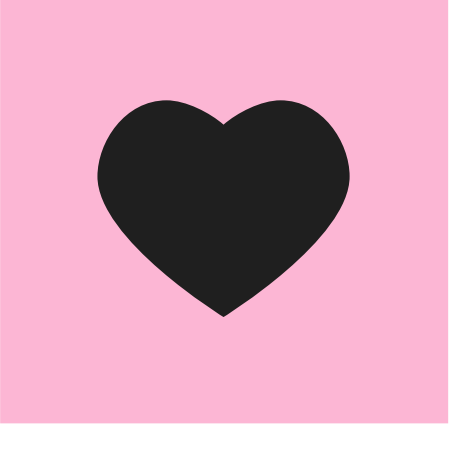
motivational hope

over-whelmed

anxiety



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?