



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?



Persona's name

people



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?

See an example

why the house
prices are high in
metropolitan
cities

we need to
take a action
by the
government

this is too
expensive

I am not
convienced
with this prices
for middle class
families

why this is
too hard

I have no
idea to
solve this
issue

we need to
protest
against this
issue

we can
share the
rent with our
room mets

we should
fight aganist
this issue

expensive

anxiety

frustation