



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?

cost
effective

Time
management

happy
journey

visit
again

prioritize
convenience
and comfort

try new
things



Persona's name
Short summary of
the persona

user's
behaviour

destination

Excitement

listening to
music

Strong
feeling of
nostalgia

Loss of
apetite



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?