



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?

"i liked that it
stored my
profile"

"this was
easier the
last time i
used it "

the ads on
the page are
distracting

do i really
need it ?

i am not sure
what to do
next



Persona's name

Short summary of
the persona

Refreshed
the page to
make it load

hit back
button
instead of
"previous"

excited

confused



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](#)