



Says

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

A behind the scenes look at your creative process

show how to style different outfits for different occasions

A tutorial on how to use a piece of technology or software

meditations
,music
,podcast
channels



Thinks

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

doesn't have time for longlines

needs of coffeeines of function



Persona's name
Short summary of the persona

drinks coffee everyday

walks to work

heavy smart phone user

impatient

overwhelmed



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?