Says What are their wants, needs, hopes, and dreams? What have we heard them say? What can we imagine them saying? What other thoughts might influence their behavior? App UI should should be provide full easy to should refund of the understand provide cancellation tempting discounts speacial vip pass to frequent customers App security should be good enough cheaper rate to save cards of the tickets desired seat **Movie Tickets App** Short summary of the persona may give 5 star ratings to the app compares check for the prices available discounts and from deals benefits different sites may be satisfied with service check available

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What behavior have we observed? What can we imagine them doing?

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What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

