



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?

Where  
should I  
start

Why is this  
so hard

I want  
something  
relative

What type  
of  
business

Too color

Anything  
missed



Persona's name  
Short summary of  
the persona

compare  
design

exited

More  
research

Observe  
somme  
cards

Fear

Satisfaction



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?