

Says

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

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



Thinks

DEVELOPING
a strong
sense of
empathy can
help to truly

this section contains information about users emotional state

i this article a product designer learn about products succeed

understand
the needs fears
and desires of
your user
customer and
client

positive thoughts but negative thoughts aer equally important aspects of your product the user feel bad can hurt long term user



PAVITHRA

Short summary of the persona

when a user faces a problem while interacting with produt

say some
thing like this
out loud
during
interview

your goal as a researcher and product designer try to capture challenges and obstacles

that stand in the users way

about the users emotional

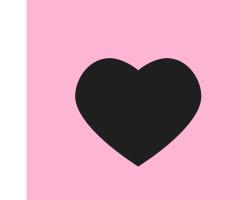


Does

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



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



Feels

