



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?

DEVELOPING
a strong
sense of
empathy can
help to truly

i this article a
product
designer learn
about products
succceed

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

this section
contains
information
about users
emotional state

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?



Feels

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

 [See an example](#)