



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?

Capital

I was expecting something different

What design is best?

I want something awesome

Trending designs

Customer satisfaction



Persona's name

Short summary of the persona

Fear

Observe in store

Ask friends

Check website

Inadequate

Excited



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?