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

I want to be able to work more quickly.

That was easy.

Makes deccision.

Saves work and shares with others.

Is this really worth it?

I reeally like this features.

Complete processes

Focused

How does this compare tosimilar products I've used?

obito

Short summary of

the persona

Exicted

Curious

This pop-up is distracting.

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?



