



Says

What the customer says about their needs and desires?



Thinks

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



ELNINO RESTAURANT

Short summary of
the persona



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?

I AM LOOKING
FOR A
RESTAURANT
SERVES
DELICIOUS
FOOD

I HOPE
THE FOOD
IS GOOD

I AM ALSO
LOOKING FOR A
RESTAURANT
WITH
AFFORADABLE
PRICE

I AM NOT SURE
WHAT I AM IN THE
MOOD TONIGHT, I
WOULD LIKE TO
HAVE VARIETY OF
OPTIONS TO
CHOOSE

I HOPE
THE
SERVICE IS
GOOD

I HOPE I
HAVE A
GOOD
TIME

RESEARCHES
RESTAURANT
ONLINE AND
READ
REVIEWS

ASKS FRIENDS AND
FAMILY FOR
RECOMMENDATIONS

HUNGRY

MAKE
RESERVATIONS
IF NECESSARY

EXCITED

ANCIPATORY