



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?

where
should i
start?

what brand
do you like?

what do you
think?

what else am
i missing?

why is thidso
hard?

we need
more time



Persona's name
Short summary of
the persona

Check the
webite

Type your heading...

More
research

1. Fear

2. Anxious

3. 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?