

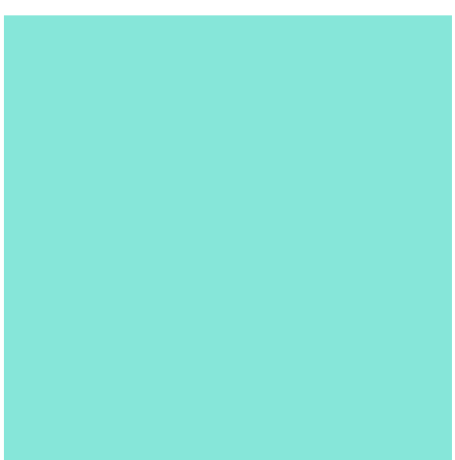


Says

What have we heard them say?
What can we imagine them saying?

It generally highlights the problem set and focus upon what exactly a usr is looking for.

write down what your customer might say while doing their tasks.



Thinks

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

It concludes what the user is thinking all the time while performing different actions in their journey

thought occur during the tasks listed.



world top youTubers
Short summary of the persona

it collects the general human emotions like frustration or delight whichever is experienced by the interviewee.

feel about their way from completing them

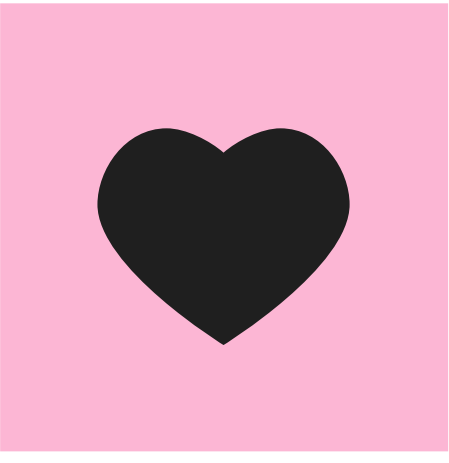
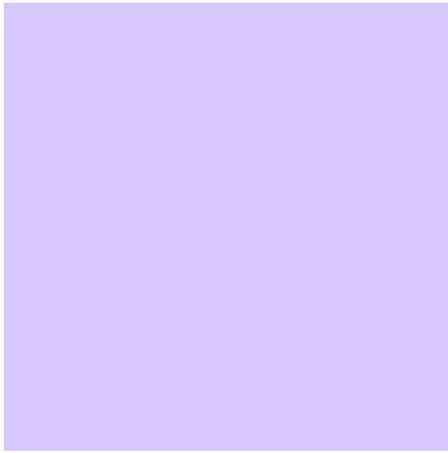


Does

What behavior have we observed?
What can we imagine them doing?

it is used to jot down the observed user behavior while they were performing a set of different actions.

tasks your customer is attempting to do



Feels

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