



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?



Persona's name
Short summary of the persona

I was expecting something different.

why is this so hard?

what is estimation?

where should i start?

what is best for me?

i want something awesome

Ask friends

Checks the website

Anxious

Makes small decisions

Excited

over confident



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?