



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?

I want quick and easy steps to verification

It is simple effective but almost perfect explanation

I want more option

Ordinary and necessary cost incurred to operate business

Your marketing cost is too high budget

I need more information about this project



Persona's name
Short summary of the persona

What the market offer

I think it is worthy

Comparing products

Postphone big decision

Literally confused

I am happy and 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?