



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 expected something different

i'm looking for something reliable

I want something awesome

what are the most popular brands?

shouldn't this be easier?

what else am i missing?



Persona's name
Short summary of the persona

compare products

inquire friends

does more research

overwhelmed

excited

fears



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?