



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?

Attractive

To include
all the
contents in
nutshell.

Right
captian

Good
Design

Color
should be
bright

Catching
phrases



Persona’s name
Short summary of
the persona

Easy to
market

Readers"
friendly

Avoid
irrelevant
information

Not much
more
complicated

Prepare the
cover as
readers
friendly

Size of the
cover
should not
be big.



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?