



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
something
new

why is this
so hard

I was
expecting
something
different

I want
something
fresh

what is best
for us

Wasting
too much
time



Persona's name
Short summary of
the persona

Confused

check
internet

more
research

Nervous

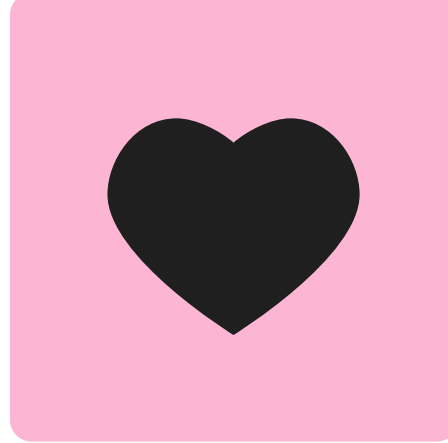
small
decisions

Thirllled



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?