


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

A new
browsing
center

Invite all

Easy to brow
any thing

Less money
more items

Grand Opening

Happy to
announce

Browse
anything
easily



Easy to sit

Be careful
while on
browsing

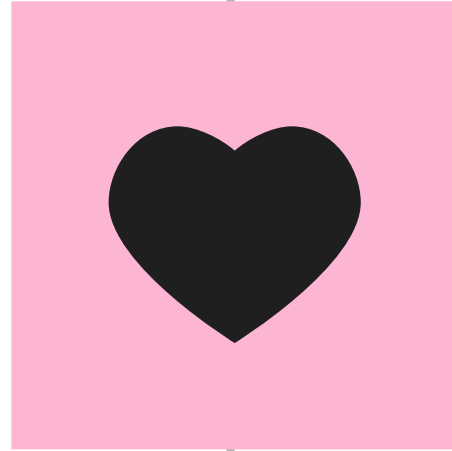
Group work is
acceptable

Feel chill

Tension free



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?