



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 to be
able to work
mode quickly.

is this really
worth?

that
waseasy!

i realiy like
that feature.

how does this
compare to
similar
products i've
used?

this pop-up
is distracting



Persona's name
Short summary of
the persona

makes
decisions

saveswork
and shares
with others

focused

completes
processes

excited

curious



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?