

Says

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?

is this really

worth?

What other thoughts might influence their behavior?

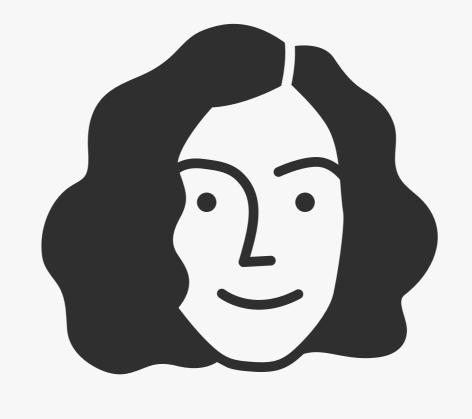
i want to be able to work mode quickly.

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

completes
processes

focused

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?



