



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?

the quickly
correctly
,empathy maps
serves as the
perfect lean
user persona

canva's
collection of
books cover
layouts is the
best on the
web?

because they're
easy to iterate
as you revise
assumptions
based on real
data

they prime
stakeholders for
your design ideas
since they've
thought beyond
their own
experiences

all free photos
,music and video
files on canva can
be used for free for
commerical and
non- commerical

everyone,
regarding of
their skill
level



Book cover using canva

Short summary of
the persona

miro's
whiteboard tool
is the perfect
canvas to create
and share your
emapthy map

canva's mind
mapping templtes
are the quickest
and easiet way to
create a mind map

a collaborative
tool teams can
use to gain a
deeper insight
into their
customer

fear

over-
whelmed

inade-
quade



Does

What behavior have we observed?
What can we imagine them doing?



Feels

Type your paragraph
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?