



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?

what's next
for
graduates

this was
easier the
last time i
used this

I like that it
stored my
profile

does jamie
appreciate
the profile
set up?

theres
enough info
onthe
website

i have time
for this



Persona's name
Short summary of
the persona

Refreshed
the page to
make it load

Hit back
button
instead of
previous

Is an
adventure
seeker

Frustrated
my needs
are being
ignored

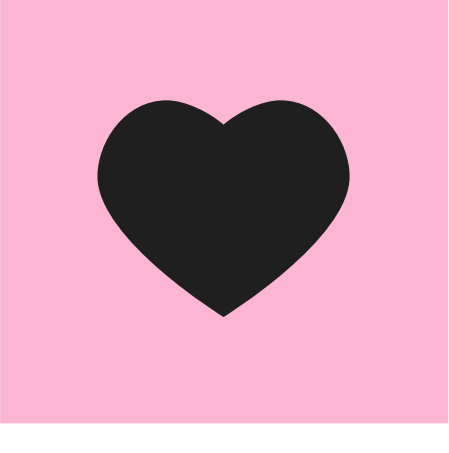
Annoyed
can't get
any answer
on this

Unsure
because the
info on the
site it
unclearee



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?