



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



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?

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

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