



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?

it is hard to imagine a more stupid or more dangerous way of making decisions than by putting those decisions in the hands of people who pay no price for being wrong

if you want a vision of the future ,imagine a boot stamping on a human face forever

what we wish,we readily belive,and what we ourselves think,we imagine others think also

A goal is the cognitive resentation of a desired state,or,in other words,our mental idea of how we'd like things to turn out (fishbach&ferguson 2007;kruglanski,1996).

Often discussion around needs are further explained in the context of those which are utilitarian (practical and useful in nature) and hedonic (luxurious or desirable in nature).

consumer behaviour can be thought of as the combination of efforts and results related to the consumerConsumer behaviour can be thought of as the combination of efforts and results related to the consumer's need to solve problems



Persona's name
Short summary of the persona

The modern era of emotion research probably started when it became obvious that emotions are not just "feelings" or mental states, but are accompanied by physiological and behavioral changes that are an integral part of them.

The main function of fear and anxiety is to act as a signal of danger, threat, or motivational conflict, and to trigger appropriate adaptive responses.

Fear or anxiety result in the expression of a range of adaptive or defensive behaviors, which are aimed at escaping from the source of danger or motivational conflict.

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In physics, Erwin Schrödinger's famous cat highlights the power of observation.

Another factor in the observer effect, and one we all fall victim to, is our tendency to attribute the behavior of others to innate personality traits.



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?