



Says

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

Picture

Context

Environment

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Design

Cultural norms

Time



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Short autobiography of
the persons

Sex

Gender

Quality

Appearance

Role

Personality

Does

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



Feels

What are their fears, frustrations, and desires?
What other feelings might influence their behavior?

