



Says

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

Beliefs

Attitudes

Aspirations



KARUNAKARAN

Short summary of
the persona

Thinks

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



Ends

Means

Systems

Wants

Frustrations

Values



Does

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

Habits

Drivers

Feels

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

