



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

Suger in particular, releases brain chemicals, like serotonin, that make as feel good.

Sweets like candy, soft drinks, syrups, jams and jellies are made mostly of sugars.

Then the brain reacts in a way that we feel as pleasure.

Mosts sweet-tasting foods contain suger.

Sweets might also Accelerate weight control.

The sweetness of suger is one of life's great pleasures.

sweet taste receptors and sweet taste molecules are involved in transduction of sweet taste in taste buds.

a basic taste most commonly perceived when eating foods rich in sugars.

one of at least five basic tastes.

Refined or processed suger provides a quick, simple source of energy.

idiom old-fashioned. a way of talking to someone you love.

sweet-tasting substances will usually contain carbohyrates such as sugars.



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?