



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?



Feels


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



Does

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

 [See an example](#)



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Shift - II

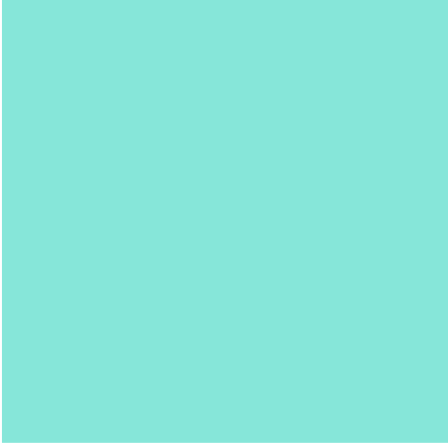
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Short summary of
the persona

An index of economic freedom measures jurisdictions by trade

Freedom, tan burden and judical effectiveness

These factors may be weighted according to their influence on economic freedom



Compares the jurisdictions against each other of various

There factors may be weighted for their influence on economic freedom and collected

Aspects, such as trade freedom, judical effectiveness and tax burden

The index evaluates 177 countries in four board policy

Areas that affect the economic freedom

Which are rule of law, government size, regularity efficiency and open markets

It also takes into consideration some specify catogories like properly

Properly rights, judicial effectiveness government integrity

Tax burden the remaking scores aspects of economic freedom