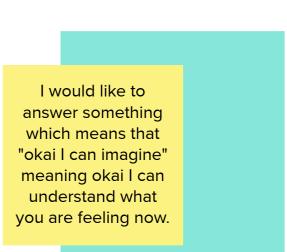
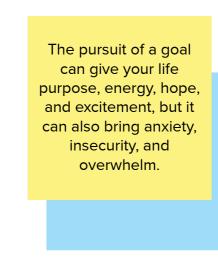


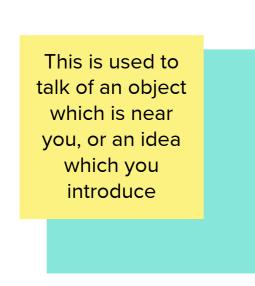
Says What have we heard them say? What can we imagine them saying?

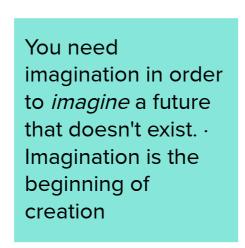
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

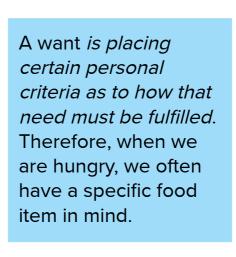


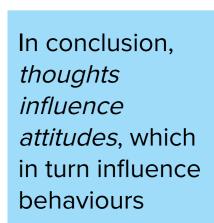


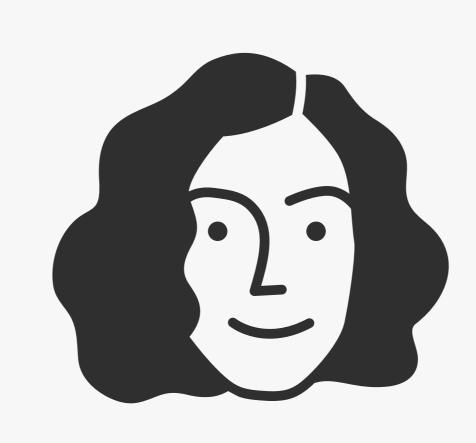






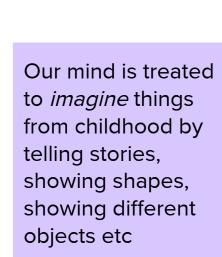


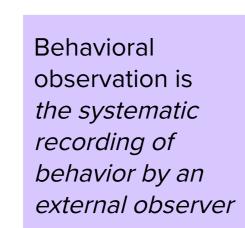


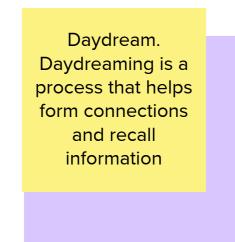


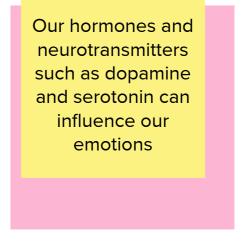
Persona's name

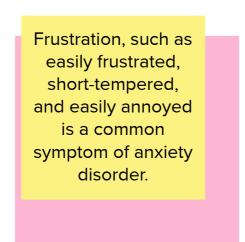
Short summary of the persona











Anxiety and anger are closely *linked* emotions that trigger some of the same hormones in our body. We'll discuss



Does

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



See an example



