



Says

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

very attractive

Tha content is crispy

Short and sweet



Thinks

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

No need of two much of information

Color should be bright

Catching phrases



Persona's name

Short summary of the persona



Does

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

Impress the people

Make you to attend the function

It shows the respect



Feels

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

No need of two much of content

The color of the invitation may be improved

The invitation style is not good