



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

100% trusty & worthy

Unity of one nation ,  
Increase national growth to the next level

On time work

People trust,  
Good supportive worker

Reached goal

People support

Full time busy

Good heart people

Over self confident

over work

Reached people on correct time

Blamed by people



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?