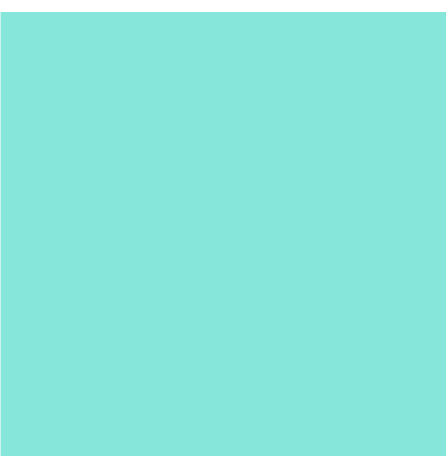




Says

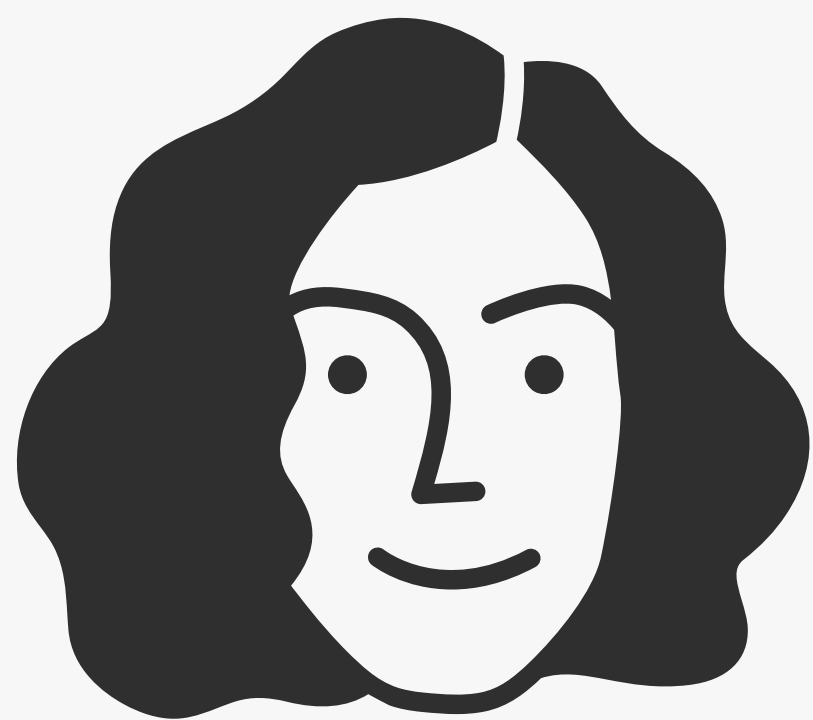
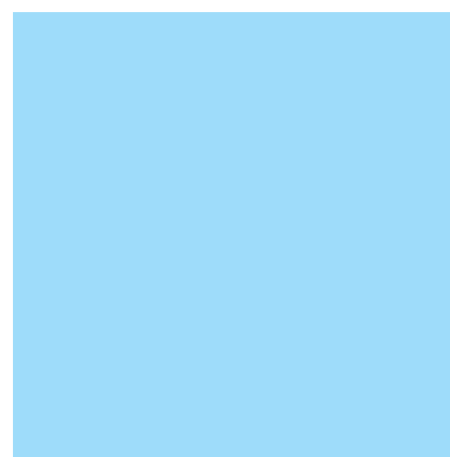
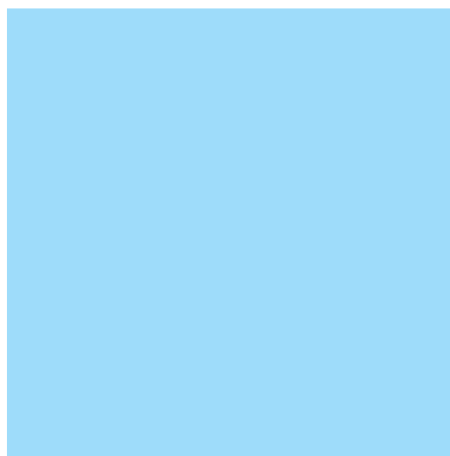
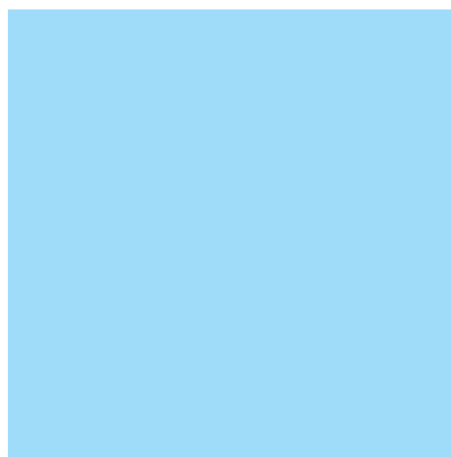
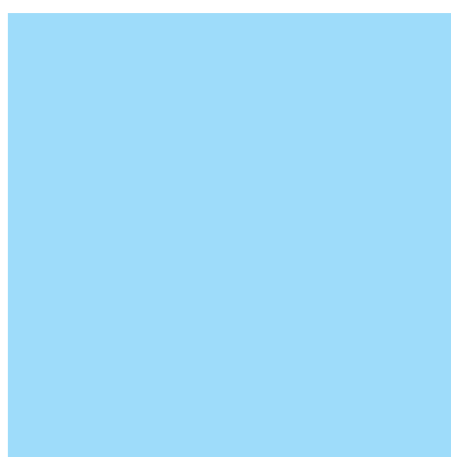
What have we heard them say?
What can we imagine them saying?

Hello



Thinks

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



Persona's name

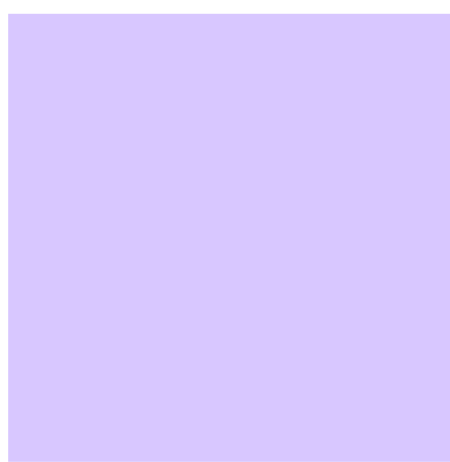
Short summary of
the persona



Does

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

Improve



Feels

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

