



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



Persona’s name

Short summary of  
the persona

An index of economic freedom measure jurisdiction b trade freedom tax burden and judicial effectiveness.

These factor may be weighted according to their influence on economic freedom and compiled into a single score

The single market seeks to guarantee the free movement of goods, capital, services, and people, known collectively as the "four freedoms".

The heritage Foundation published the most widely economic freedom index.

Scores and ranks in an index are based on criteria such as property rights and tax burden.

Economic freedom means that people can engage in trade with any person of their choosing. If the government taxes or otherwise

The cornerstones of economic freedom are personal choice, voluntary exchange, freedom to enter markets and compete, and security of the person and privately owned property

India's economic freedom score is 52.9, making its economy the 131st freest in the 2023 Index