



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?



Persona's name

Short summary of the persona

Which makes the firm effective?

How to lead from the partner?

Make dream come true.

Which past make sustainability?

Makes us social response

Serach for the best way

Check the profit value

Past and future analysis

Time fluctuations differs?

is this expensive to complete?

May be it is the best?

Can a lower class offer it?

Worried about the end past

Fear to join the group

Frustrated as it has no idea

Disappointment with the actions