

## Says

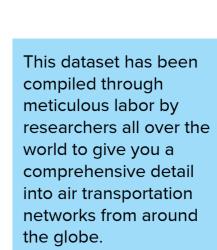
What have we heard them say?
What can we imagine them saying?

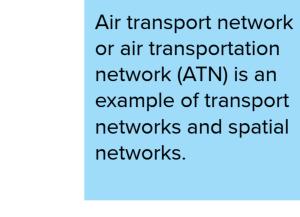


What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?







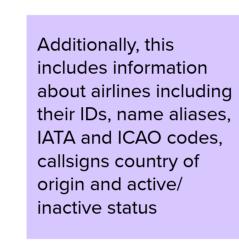


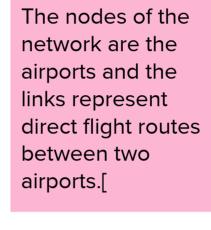


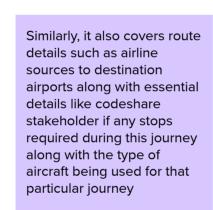


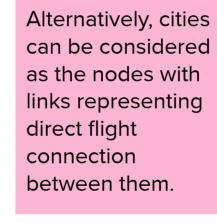
## Persona's name

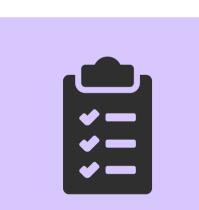
Short summary of the persona











## Does

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



Feels

