



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?



**Mohammed Gulabi**  
Short summary of the persona

I'm ready !

Thease  
lines are  
annoying

I can take  
any help

organization

convience

I need to  
get more  
think done

I'll give it a  
try

Moves  
forward

Makes the  
neccessary  
steps

Integrated  
into out  
everyday  
lives

adopt or  
die

uncertainty



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?