



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?

A man may  
imagine things  
that are false

The imagination  
of nature is far,  
far greater than  
the imagination  
of man

Reality can be  
beaten with  
enough  
imagination

Hopes and  
dreams for  
myself

Hopes and  
dreams for my  
family

Hopes and  
dreams for my  
world



Persona's name  
Uber Data Analysis

We can observe  
the mental  
process of  
ourselves only

We observe  
the mental  
processes of  
others

Observation is the  
most commonly  
used mehod for  
the study of  
human behaviour

Frustration

Fear  
Tension

Emotion  
Despair



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?