



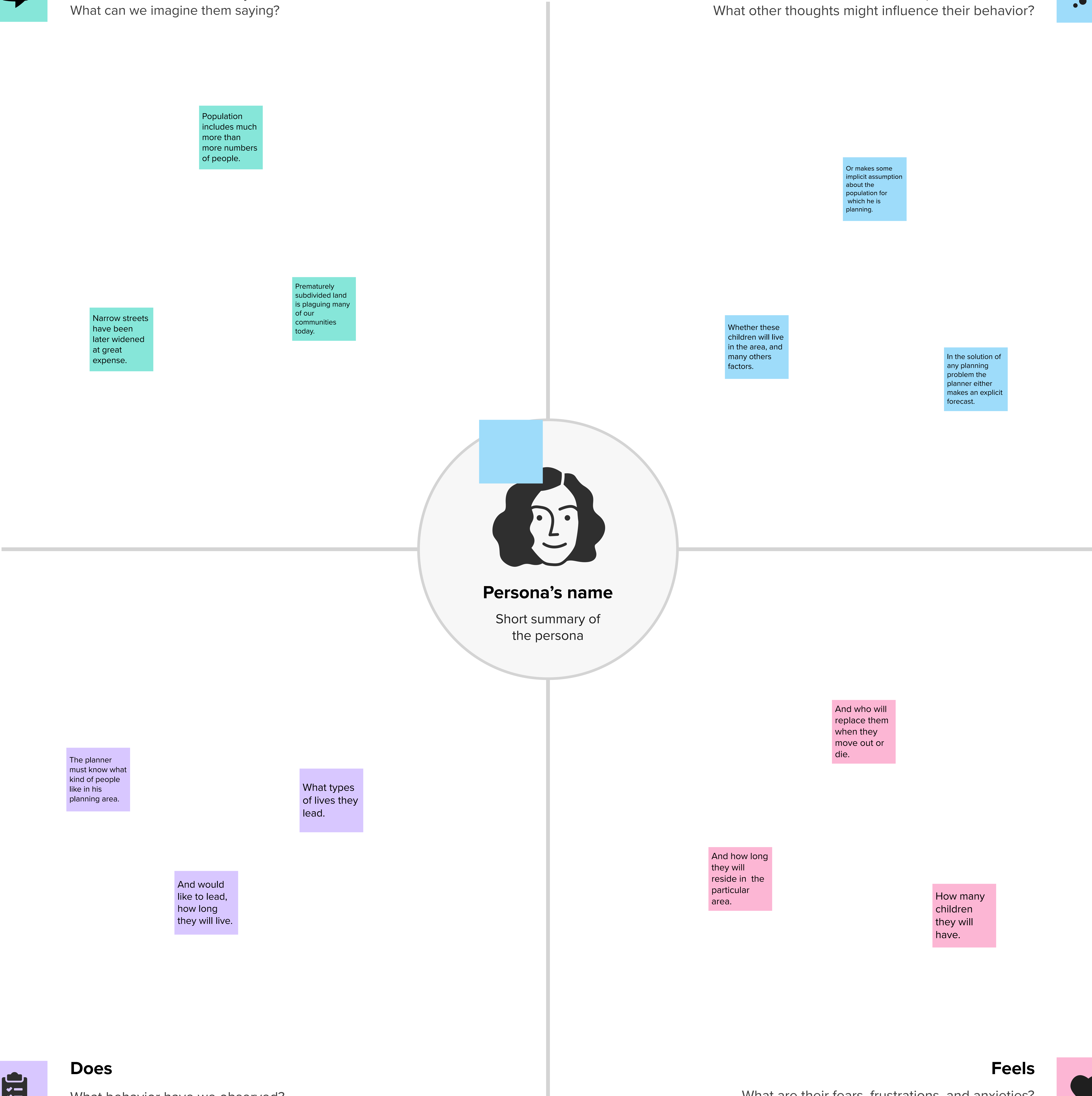
Says

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?



Population includes much more than more numbers of people.

Narrow streets have been later widened at great expense.

Prematurely subdivided land is plaguing many of our communities today.

Or makes some implicit assumption about the population for which he is planning.

Whether these children will live in the area, and many others factors.

In the solution of any planning problem the planner either makes an explicit forecast.



Persona's name  
Short summary of the persona

The planner must know what kind of people like in his planning area.

What types of lives they lead.

And would like to lead, how long they will live.

And who will replace them when they move out or die.

And how long they will reside in the particular area.

How many children they will have.



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?