

## 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?

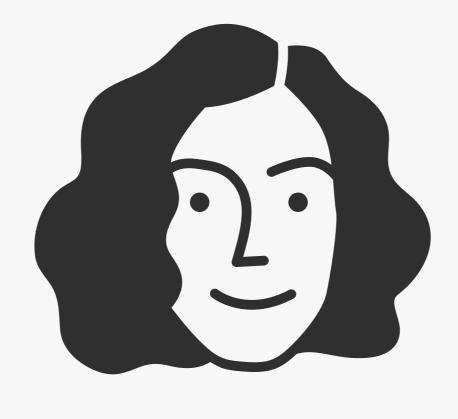


Individual succees

Bright future

learn for new things

Self confidence



Persona's name

Short summary of the persona

Problems solving skills

Better citizen

Standard of living

Awarenees of Right and wrongs

Does

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

See an example

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

