



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

Awarenees
of Right and
wrongs

Better
citizen

Standard of
living



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?