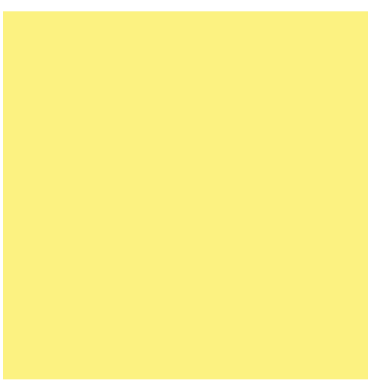
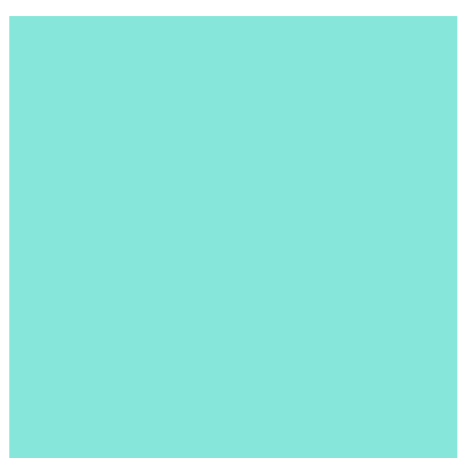
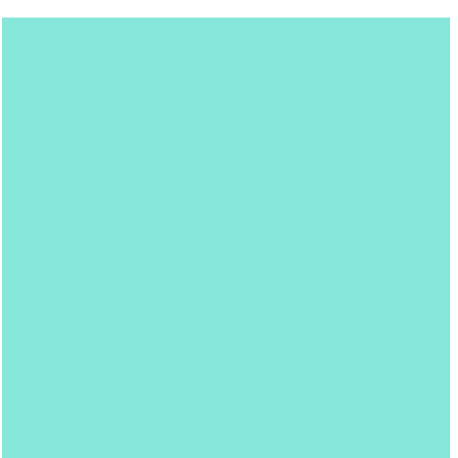




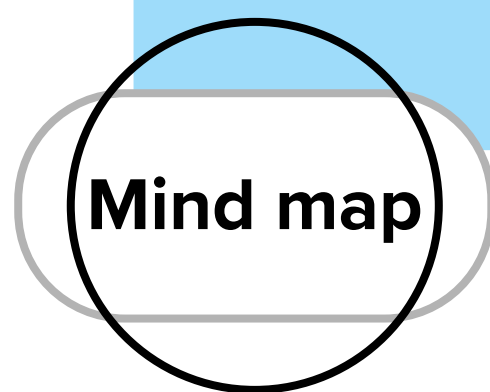
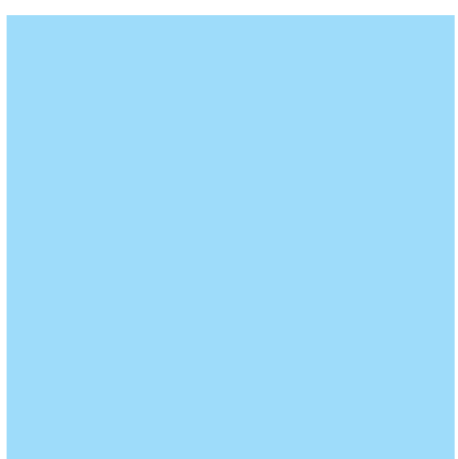
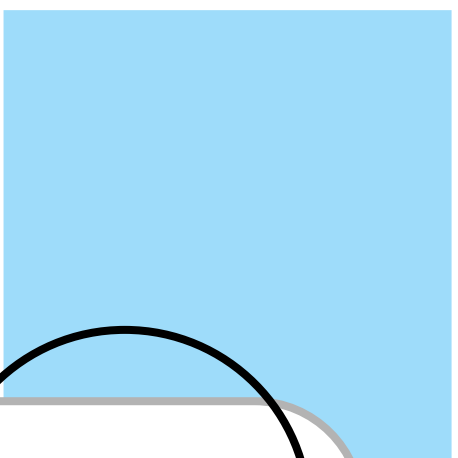
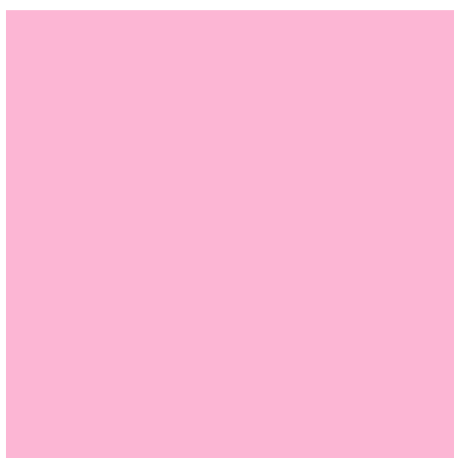
**Says**

What have we heard them say?  
What can we imagine them saying?



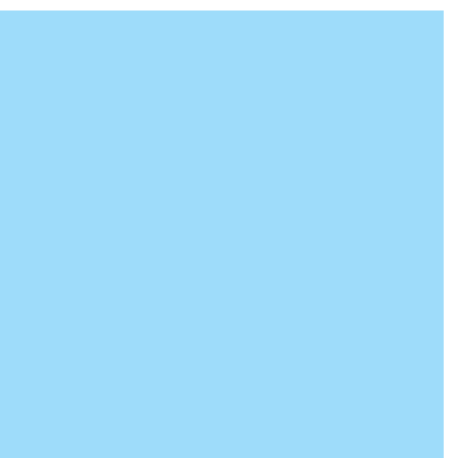
**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Except something

typical paragraph...



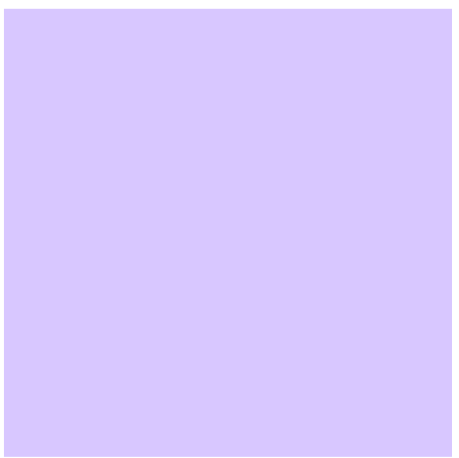
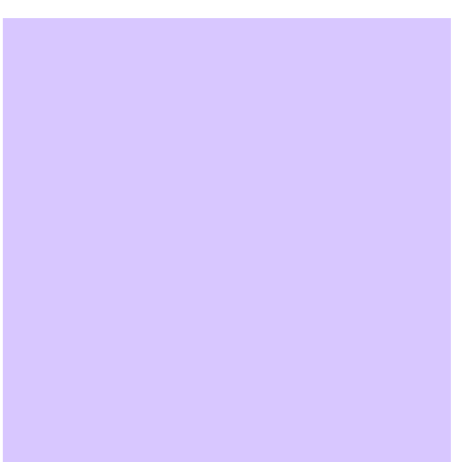
**Persona's name**

Short summary of  
the persona



**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?

