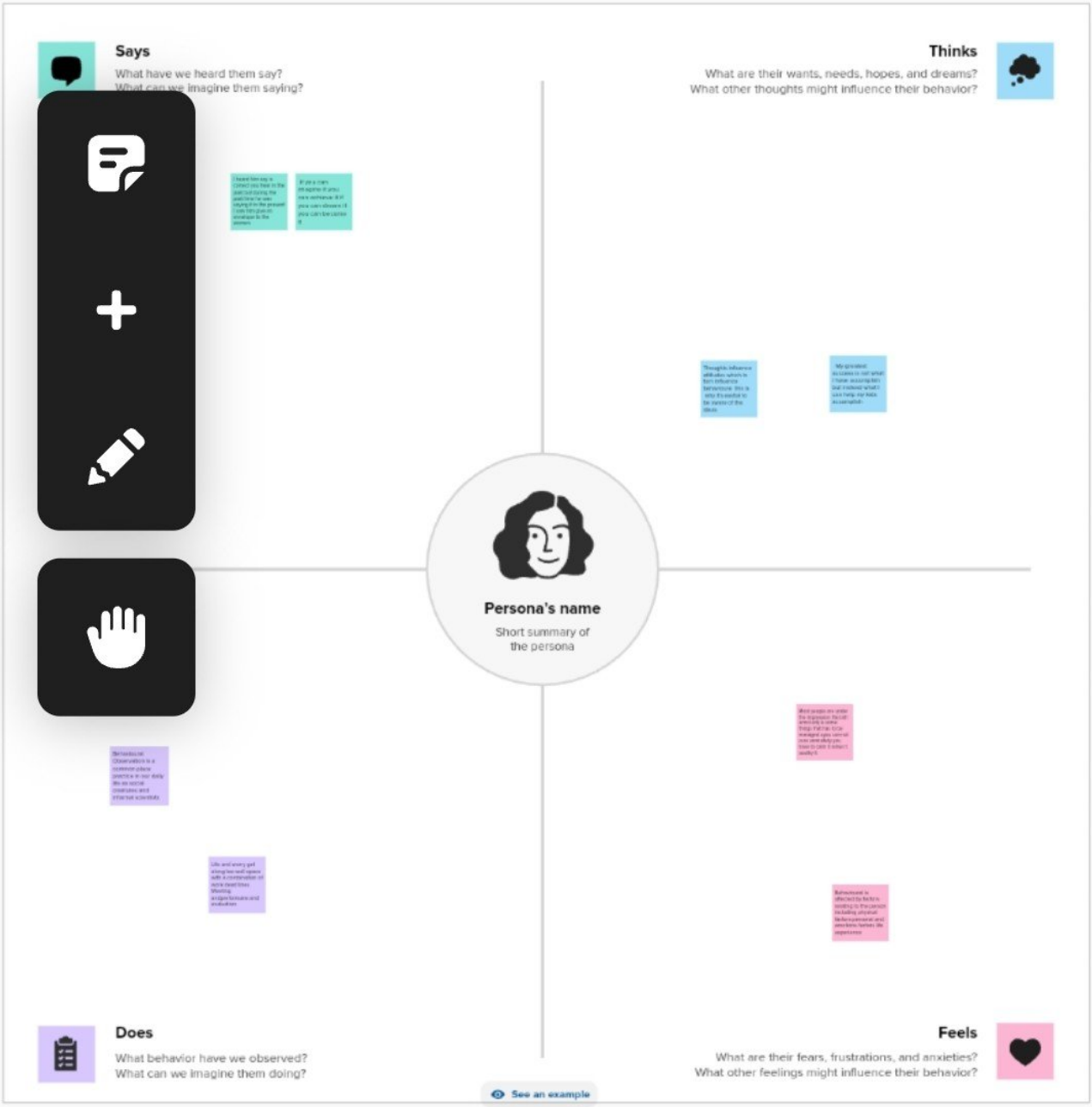
Says
What have we heard them say?
What can we imagine them saying?
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
Persona's name
Short summary of the persona
Does
What behavior have we observed?
What can we imagine them doing?
Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
See an example