



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

Without a clear vision, it will be difficult to rally support and achieve anything meaningful.

iRevolution needs money to fund its activities. This includes things like research, organizing, and outreach.

iRevolution is the hope for a better future. It is a movement that is fighting for the rights of all people and for a more just and equitable world

To have a positive impact on the world.

iRevolution can help to resolve conflicts and build bridges between different cultures.

iRevolution can help to protect the planet and fight climate change.

iRevolution is working to build alliances with other organizations that share their goals, such as labor unions, environmental groups, and human rights organizations.

iRevolution has a strong presence on social media, where they use platforms like Twitter, Facebook, and Instagram to connect with people and share their ideas.

Some members of iRevolution are running for office in order to enact change from within the system.

iRevolution is a young movement, and it is still trying to find its footing. There is always the fear that it will not be able to achieve its goals.

iRevolution is concerned about the future of the planet and the people who live on it. There is a lot of uncertainty about what the future holds, and this can be a source of anxiety.

iRevolution wants to see change happen quickly, but it is often a slow and difficult process. This can be frustrating and discouraging

To have a positive impact on the world.



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?