



Says

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

What are the most common phrases they use?

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Persona's name
Short summary of the persona

Thinks

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



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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