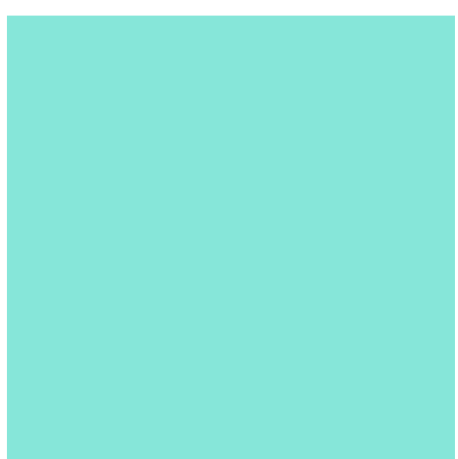
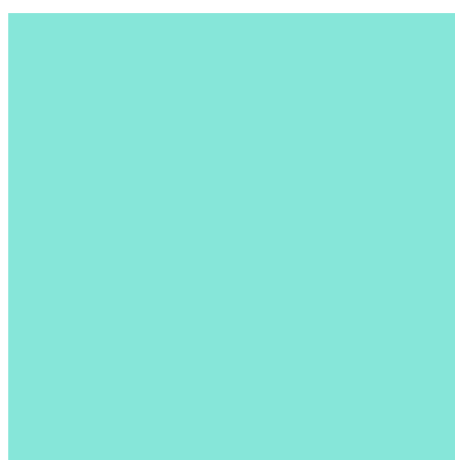


Says

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

Main work



Thinks

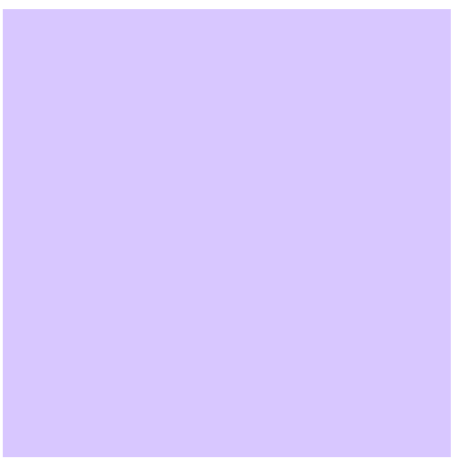
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Follow up

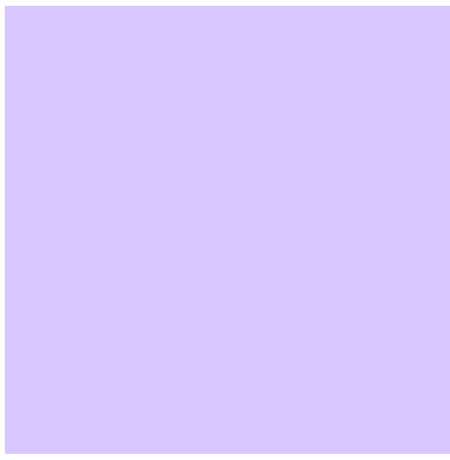


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Short summary of
the persona



Role main
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Run the
business



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?