



Says

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

I heard i am  
hard him  
say his  
correct.

compare with  
,i heard that  
he said he  
was the new  
teacher.

I saw him  
give and  
envelope to  
the women

Thinks

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



I want my I  
want my kits  
to have a  
pratical  
trade.

I hope that my  
children will live  
the legacy of my  
parants as what  
iam living today.

Hope that  
we are not  
alone in this  
universe.



Persona's name  
Short summary of  
the persona

Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



See an example