



Says

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

good

supper

nice



Thinks

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

happy

bad things

good



Persona's name
Short summary of the persona

good
behavior

good work

very usefull

sad

lonely

happy



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?