



Says

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

what friends  
say

what  
influencers  
say

what boss  
says

Thinks

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



major  
preoccupation

what really  
counts

worries &  
aspirations



MANIKANDAN

Short summary of  
the persona

behaviour  
towards  
others

appearance

attitude in  
public

Attitude in  
public

Appearance

Behaviour  
towards  
others



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](#)