

Says

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

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



**Thinks** 

To make it perfect

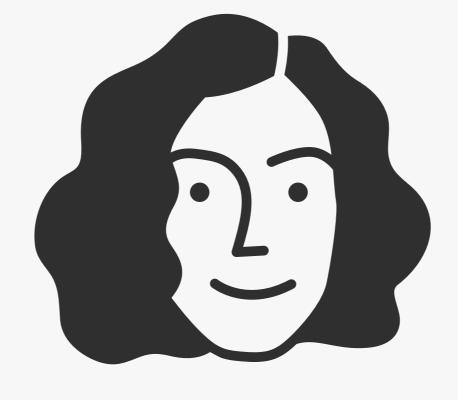
It will work out

Truth only

Highlight achievement

Will make good impression

Demanding



Aruchamy & Team

Short summary of the persona

Speak in straight forward manner

Works as Teacher

Confident

Enthusiastic

Blessed

Does

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

Takes bold

decision

Feels

