



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

To make it perfect

Truth only

Highlight achievement



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

It will work out

Will make good impression

Demanding



Aruchamy & Team
Short summary of the persona

Speak in straight forward manner

Works as Teacher

Takes bold decision

Confident

Enthusiastic

Blessed



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?