



Says

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



Thinks

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

Objectives

Education

Language Known

Auto
Caad

Arduino

PCB
design



I am A.Thusfica

Short summary of
the persona

Observation

Process

Study of
human
behaviour

Is my
profile is
eligible

Content

Details
are
enough



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?