



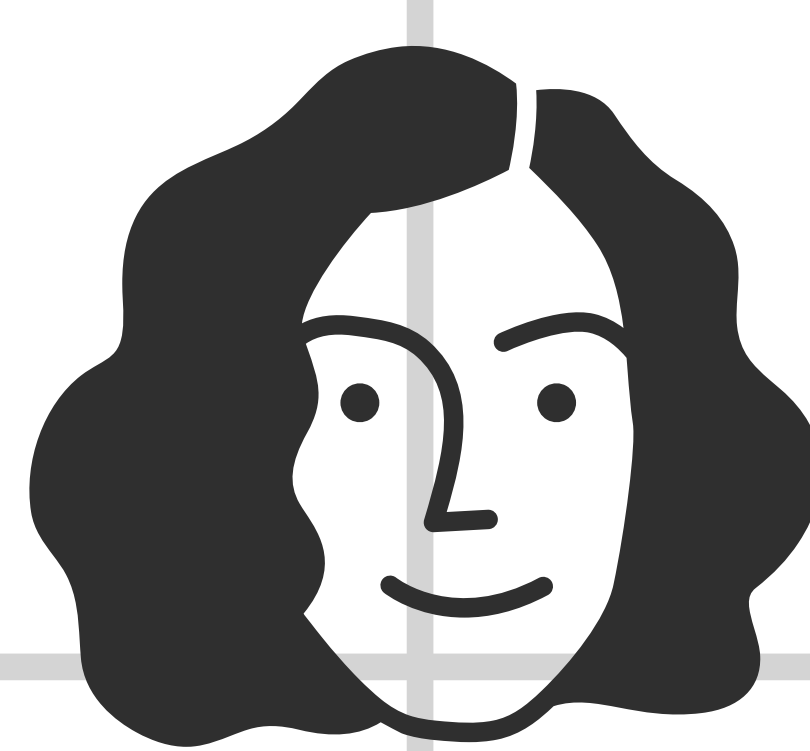
Says

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

[illegible]

Thinks

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



Persona's name

" I I I I I HIR I I
I I I I I I I I "

[illegible][illegible][illegible]

A **B** **C** **D** **E** **F** **G** **H** **I** **J**

K **L** **M** **N** **O** **P** **Q** **R** **S** **T** **"**

U **V** **W** **X** **Y** **Z** **a** **b** **c** **d** **e** **f** **g** **h** **i** **j** **k** **l** **m** **n** **o** **p** **q** **r** **s** **t** **u** **v** **w** **x** **y** **z** **.**



Does

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

 [See an example](#)

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?