



## Says

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

If you need assistance with estimating business expenses, please provide more details about your business, its expenses, and any specific questions you have. I'll do my best to provide guidance based on the information you provide.

This question depends on the context and the individuals or entities you're referring to. People can say a wide range of things, so it would be helpful to know more about the situation or topic you have in mind.

I'm not sure who or what you're referring to. Could you please provide more context or specify who you're asking about?



Persona's name

Short summary of the persona

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



People generally want access to essentials like food, water, shelter, and safety.

Many full meaning full relationships love and sense of belonging

Understanding an individual's unique combination of these factors is key to comprehending their wants, needs, hopes, and dreams, as well as predicting their behavior.

I'm sorry, but I need more context to provide a meaningful response. Could you please specify what behavior or situation you're referring to, so I can better assist you?

We need more context to provide a relevant answer. Please provide information about the specific behavior or situation you're inquiring about, and I'll do my best to assist you.

Apologies for any confusion, but your question remains too broad and lacks specific information about the behavior or situation you're referring to. To help you effectively, please provide more details or context so that I can provide a meaningful response.

don't have information about specific individuals' fears, frustrations, or anxieties since I don't have access to personal data or real-time information.

The quality of their relationships, both past and present, can greatly impact their emotional state. Relationship conflicts can lead to frustrations and anxieties.

Past Trauma: Past traumatic experiences can lead to fears and anxieties that affect a person's behavior. For example, someone who has been in a car accident may have a fear of driving.



## 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?