



### 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?



### Feels

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



Persona's name

Short summary of  
the persona

what is  
mural?

what did  
you mural?

how did  
you mural?

how did you  
qualification?

qualification  
of mural?

mural good  
or bad?

what is  
mural?

mural is  
known  
qualification?

mural basic  
rules?

how to  
create  
mural?

mural is  
known as  
course?

how did  
you mural?



### Does

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

[See an example](#)

