



Says

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

good

awesome

exceleny



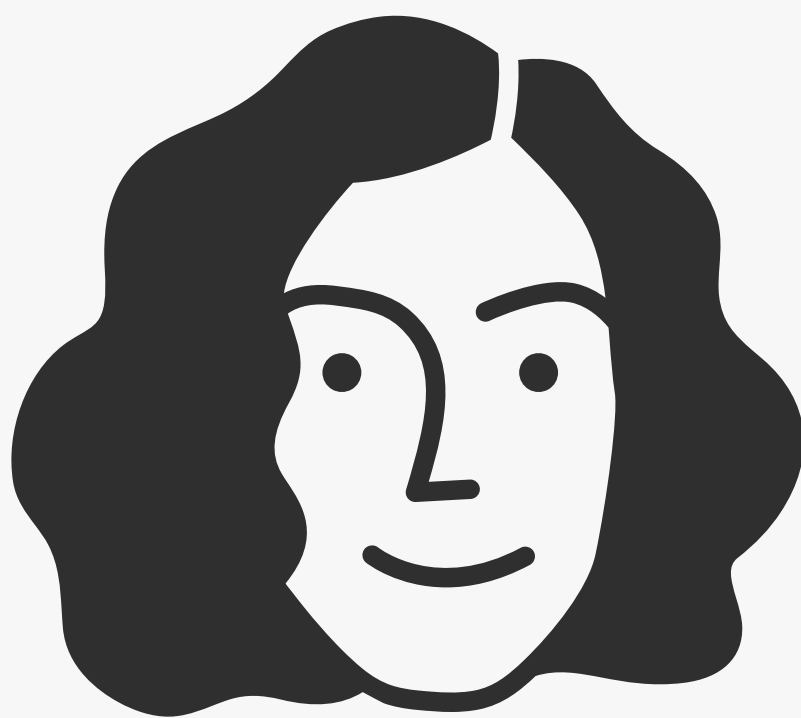
Thinks

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

acheive

dream

experience



Persona's name
Short summary of the persona

awesome

very good

good

good

anxiety

not bad



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?