



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?

"If you get to know about anything recently". (few times ago not so long).

"Hear is a verb, meaning to listen to a sound.It can also mean gaining a message or information".The past tense of the verb hear, is heard.

"Talk about your aspirations in unique terms" while staying realistic and always keeping the position top-of-mind.

"Dreams are something you create"in your mind that can take any shape or form, while goals are based on taking action.

"Rich and vivid imaginations, intense sensory experiences", and a strong ability to give meaning to these images and feeling.

"He asked us to imagine a world without poverty or war".

"Our thoughts create our feelings" And our feelings drive our behavior.

"Individual behavior can change when a person". is in the presence of others or is being watched.



Persona’s name

Short summary of the persona

"Actions performed by an organism that can be seen and measured".

"The systematic recording of behavior". By an external observer.

"Fear is an emotional reaction to a specific, real danger" while anxiety is an excessive and unfocused fear that may be triggered by a variety of stimuli.

"Take a spa day, get a massage, or simply sit in a comfortable chair and relax for a few minutes".

The result of something called a “mental workplace,” a neural network that coordinates activity across multiple regions of the brain.

"The brain attempts to simulate the responses that would occur" If these situations actually happened.

"Emotion is key to generate the personal response, connection and agency within us to change behaviour".

"Our thoughts create our feelings and our feelings" drive our behavior.



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?