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StartTEAM NO 1 Empathy ...

Says

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

They sound like  
they're  
happy.

They sound like  
they're  
sad.

They sound like  
they're  
angry.

They sound like  
they're  
tired.

Thinks

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

They want to  
be happy.

They want to  
be healthy.

They want to  
be successful.

They want to  
be loved.

Does

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

They are  
happy.

They are  
sad.

They are  
angry.

They are  
tired.

Feels

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

They are  
happy.

They are  
sad.

They are  
angry.

They are  
tired.

Persona's name

Short summary of the persona

1 / 1

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