



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?



**Persona's name**  
Short summary of the persona

Indigate a genre ,using design femiliar to the reader.

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too much text or too many visuals elements.

never carm too many visuals symbols from the story.

onvry the mod of the book through the cover.



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?