



Birthday

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

Date

Month

Year



Nandhakumar

Short summary of
the persona

Sports

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



Football

Valleyball

Cricket

News

Grammar

Editing

First
graduate
certificate

Running
certificate

Degree
certificate

Certificate



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

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



See an example