



Says

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

error free  
sentence

designing

using new  
words



Persona's name

Short summary of  
the persona

Thinks

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

details of  
event

attractive

catching  
phrases



about the  
details of  
paticipation

position  
secred

name of the  
programme

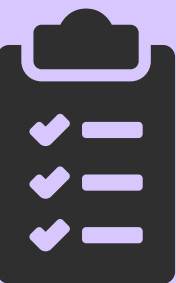
refrences

encoragement

attractive  
fonts

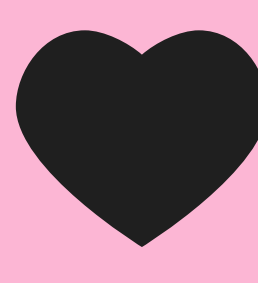
Does

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?



 [See an example](#)