



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?



Feels

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



Does

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



Persona's name

Short summary of
the persona

About the
details of
participation

Details of
event

Name of the
Programme

Position
secured

Attractive

Catching
Phrases

Attractive
Fonts

Encouragement

Designing

References

Using new
words

Error Free
sentence