



### Says

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

Responsible for

Respectful

Same to them



Responsible for

Responsible for

Social Media



### Does

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

### Thinks

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



Other information

Other information

Other information



### Persona's name

Short summary of the persona

Selection

Prose

Confidence

### Feels

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



[See an example](#)