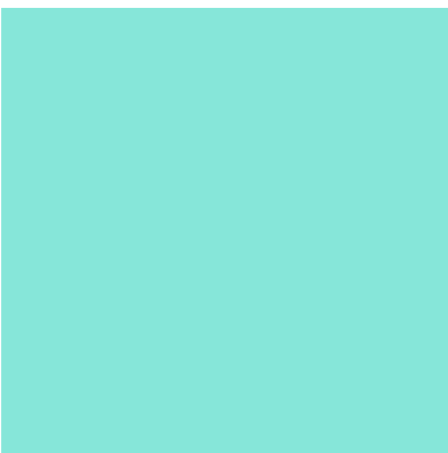




Says

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

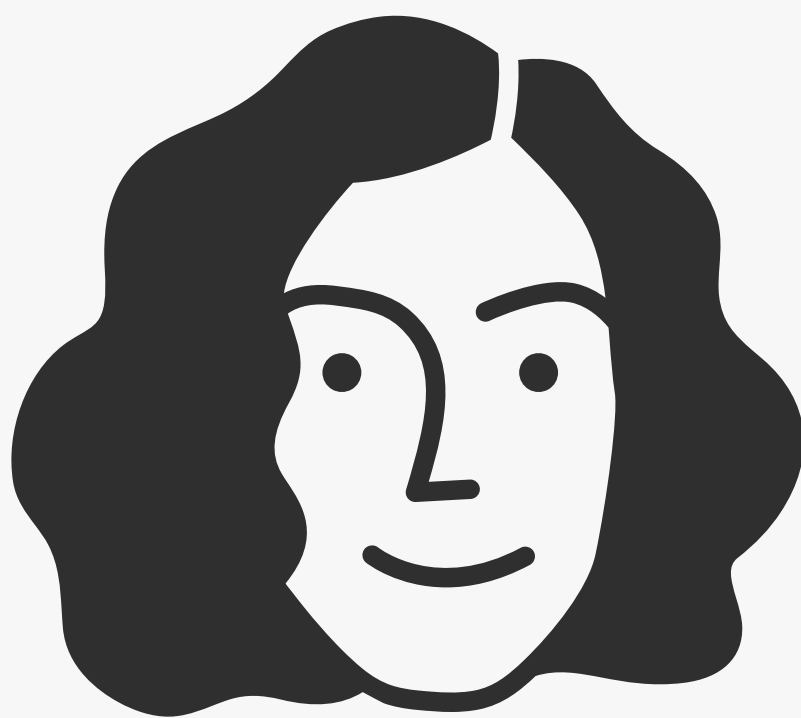
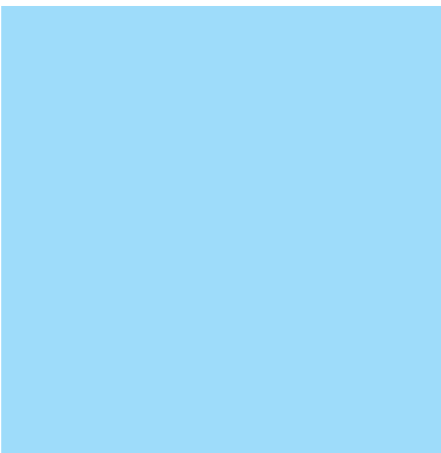
we need a
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way



Thinks

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

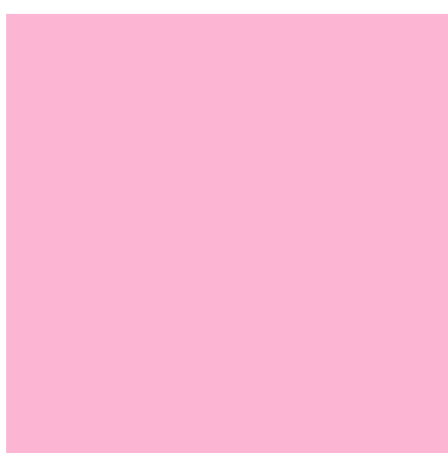
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perormance



Persona's name
Short summary of
the persona



seek advice
from industry



overwhelmed
by balancing
ceceative
sweet
production



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?