



Says

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

This includes direct quotes or statements from the analysis helping to understand what explicitly mentioned

summarizer direct quotes or statements made by audience related to the analysis

we need data driven insights



Thinks

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

inference about the thoughts and emotions of the author or analysts based on the content

list theri thought and emotions

curious about the finding eager to uncover pattern



Persona's name
Short summary of the persona

review reports,conduct meeting,analysis data

describes the actions and behaviour

methods of analytical processes

requires some interpretation

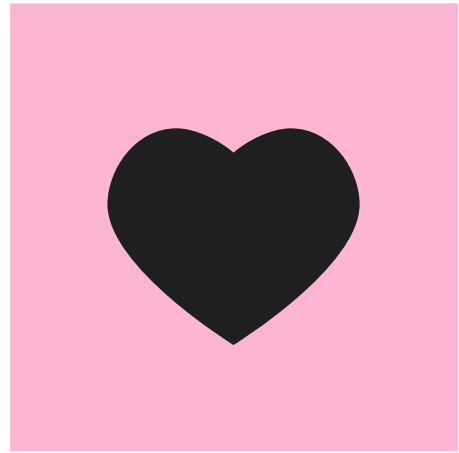
concerned about implications

concerned about data accuracy



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?