



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?



Persona's name
Short summary of the persona

The brain has specialized areas that process information from the senses and allow us to understand the world

A goal is the cognitive representation of a desired state, or, in other words, our mental idea of how we'd like things to turn out (Fishbach & Ferguson 2007; Kruglanski, 1996)

This is why you will particularly notice the benefits of seeing people speak when you are in a noisy place.

Visual illusions can be fascinating to look at, and they give us a really good example of how sometimes the brain can misinterpret sensations to give us the wrong perception.

you might be driven by the desire to have a fulfilling experience while working on your Mars mission

Consumer behaviour can be thought of as the combination of efforts and results related to the consumer's need to solve problems.

Imagine an individual having dinner with his or her friends. The conversation covers various grounds such as politics, economics, sports, travel, and more. The individual, then, takes

Observation can have both positive and negative effects on a person's conduct.

He also mentioned that the intensity, the expression, and the pathological consequences of emotions were directly linked to "temperaments" (which he defined within the four classic Hippocratic categories)

he answer can be found in the example of the British philosopher Jeremy Bentham, who proposed erecting a jail in a circular form with a watchman at the center, and the residents of the jail on the periphery.

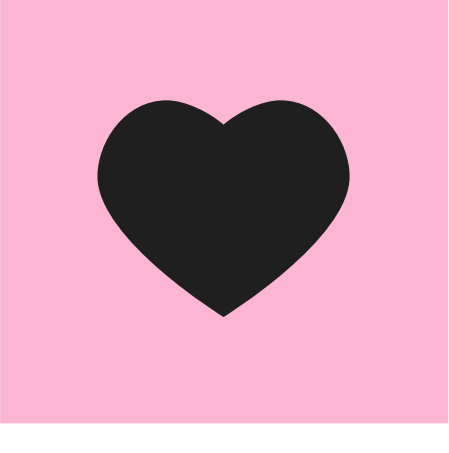
Anxiety is a psychological, physiological, and behavioral state induced in animals and humans by a threat to well-being or survival, either actual or potential

These models have been instrumental in establishing the biological correlates of fear and anxiety, although the recent development



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?