



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?

hopeful
future

agricultural

health
awareness

political
advocacy

social
justics

raise
awareness



Persona's name
Short summary of
the persona

photography
and sclfies

community
events

empowerment

emotional
response

connection

resonance



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?

 [See an example](#)