



**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?

style.

fashion is  
more art.

body  
looks.

choose the  
right colors.

professional  
environment.

express their  
real  
personality



Janani's  
team

**Persona's name**  
Short summary of  
the persona

unique  
design.

subsequent  
changes.

self  
confidence.

good quality.

work is very  
fine.

inspiration to  
others.



**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?