



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?

Both are correct, and nearly interchangeable. “I heard him saying ...” is past continuous and technically describes an event in the past which was happening

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I'm a simple man. I want to have a healthy and fulfilling relationship. Build a little family, raise my children, keep my family safe and provide their needs .

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Persona’s name  
Short summary of the persona

Behavioral observation is a functional, utilitarian approach in that it focuses on the clearly observable ways in which the client interacts

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Anxiety Causes Frustration and Anger ... While many people think anxiety immediately leads to feelings of anger, it usually leads to frustration

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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?