



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?

when you haven't replied yet

understood the basic issue

go on a trip around the world

master a difficult skill



Persona's name  
Short summary of the persona

postures  
movements  
nonverbal and behavior

refutation and case rebuilding

anger can lead to impatience and rash decision

in many cases an emotion is something that motivate you



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?