

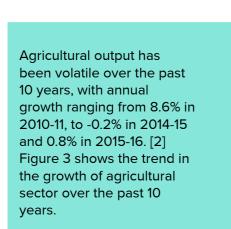
## Says

What have we heard them say?
What can we imagine them saying?



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

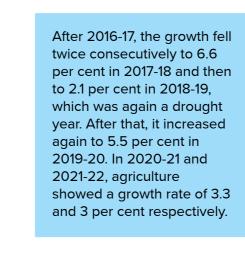














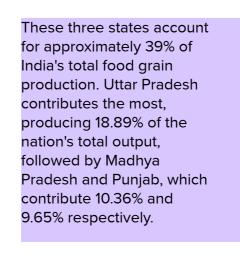


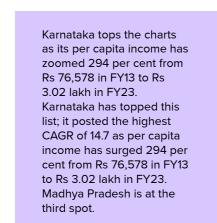
## Persona's name

Short summary of the persona















## **Does**

What behavior have we observed? What can we imagine them doing?





What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

