

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?



We say "what" when we clearly heard what the other person said because it is a way for us to confirm that we heard correctly, or to ask for clarification if we did not understand. It is also a way for us to indicate that we are paying attention and engaged in the conversation. Additionally, it can be used as a filler word when we need a moment to process what was said before responding.

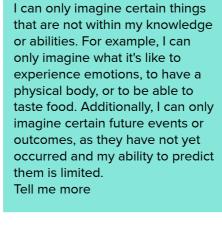
Stable economy with continued opportunities for gainful employment, investment for retirement, good working conditions, and sense of fulfillment and financial security.

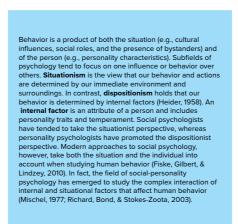
Stable environment with continued opportunities to enjoy nature and clean air and water.

Stable government with continued opportunities to exercise freedoms and travel safely.

Stable mental and physical health with continued opportunities to enjoy life and family.

3K views



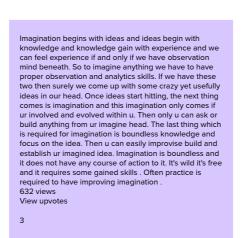


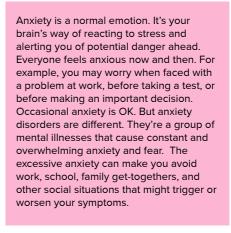


Persona's name

Short summary of the persona











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



See an example





