



Says

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

kids  
birthday  
invitation

baby  
shower  
invitation

wedding  
invidation



Thinks

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

birthday  
invitation

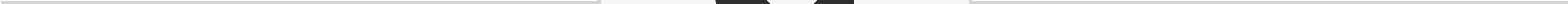
gratuation  
invitation

christmas  
invitation



Persona's name

Short summary of  
the persona



Does

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

diwali  
invitation

sports  
invitation

open  
house  
invitation



Feels

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

holiday  
invitation

party  
invitation

photo  
invitation