



Says

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

logo using
canva



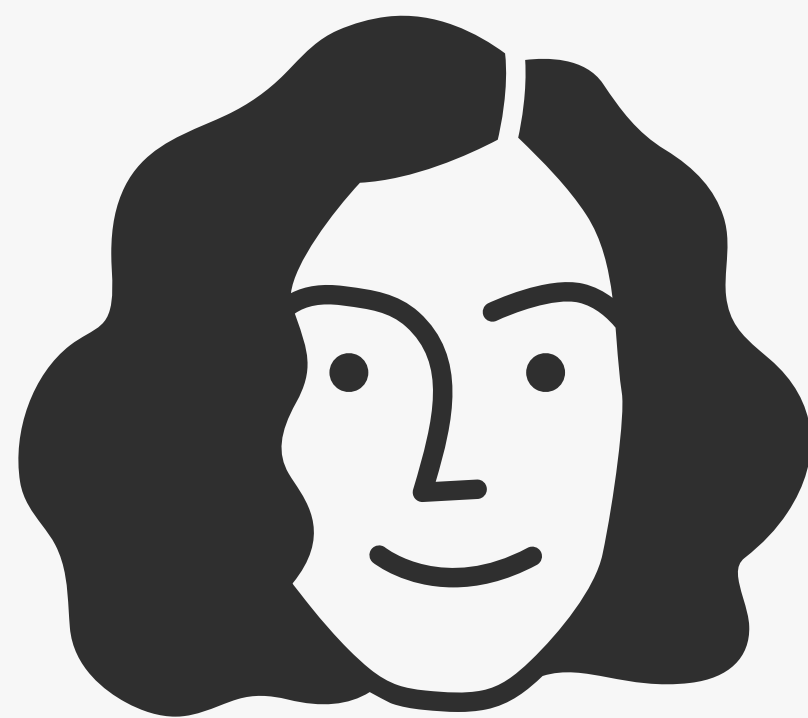
Thinks

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

Think
about my
color
palatted

About
favorite
topics

About
cover
picture



A.Kali Muthu

Short summary of
the persona

Choose the
templates

Customise
my design

Customise my
colors and
fontCustomise
my colors and
font

I like canva,it
has many
designs and
options

Easy to
edit and
customise

Easy to
download
and share
with others.



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?

[See an example](#)