

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?



useful for educational purpose

get connencted to new people

stay up to date

target audiences based on the interest

free to use

create your audience



Short summary of the persona

builed relationship

get new visitors to website

ampining for social good

a place to seek support strengthen relationship it can keep US connencted

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?



