



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?

attitude in public

i dont have time for this

appearance

behaviour toward others

thats not enough

what really counts?



Persona's name
Short summary of the persona

leadership skills

annoyed

collabaration

communication

frustrated

unsure



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?