



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?



Thinks



Persona's name

Short summary of the persona

Good Education System for Students

Interest subvention scheme for farmers.

All kinds of laws should reach the people in the right way.

Poor people giving in loan.

Directely elected by the people.

Providing the students education loan.

government workers salary increment

To give chance of work for educated youngster

To protect the person from alcohol

Those who commit crimes like rape should be punished severaly

There shall be no appeal to caste communal feelings for securing votes.

Provision for the advancement of persons with disabilities.



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](#)