



# Build empathy

The information you add here should be representative of the observations and research you've done about your users.

## Says

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

## Thinks

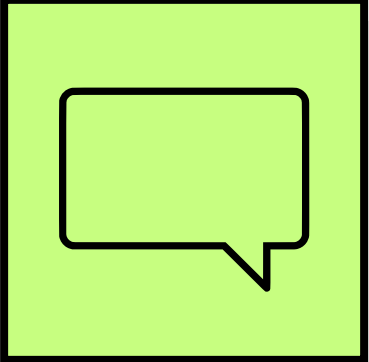
What are their wants, needs, hopes,  
and dreams? What other thoughts  
might influence their behavior?

Give them a name and  
a portrait to empathize  
with your persona.

1. COVID-19  
pandemic  
continues to  
impact the world.  
2. Joe Biden  
becomes the 46th  
President of the  
United States.

1. Pro-democracy protests erupt in  
Hong Kong following a national security  
law. 2. Israel and Hamas exchange fire in  
the Gaza Strip. 3. Climate change and extreme  
weather events impact a global  
population. 4. Pope Francis  
announces his resignation. 5. Prince Philip, Duke of Edinburgh,  
passes away at the age of 99.

Anger on the  
streets of  
France as  
pension reform  
is adopted



IPCC's synthesis  
report is a 'practical  
guide to defusing  
the climate time  
bomb', says  
Guterres

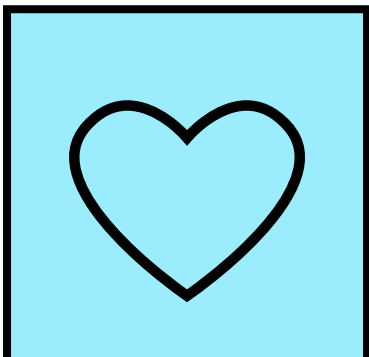
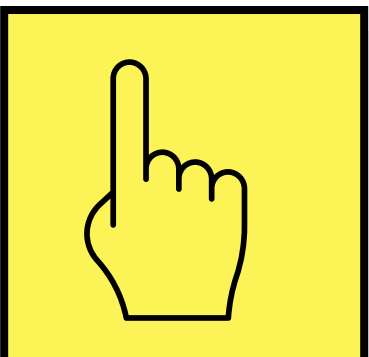
United States  
Ends VACCIN  
Biden issues first veto, siding on  
new Republican measure.  
Biden signs law decoupling  
US aid on Covid-19.  
French journalist, US aid worker  
kidnapped in Sudan are free

Shah Rukh Khan's  
Pathaan to make  
streaming debut on  
Mar 22 after  
earning over Rs  
1046 crore at box  
office

Article réservé à  
nos abonnés  
IPCC's synthesis  
report is a 'practical  
guide to defusing  
the climate time  
bomb', says Guterre

India Covid  
update: Slight  
dip in new  
cases; 2 deaths  
reported

Biden issues first veto, siding on new Republican  
measure. Biden signs law decoupling US aid on Covid-19.  
French journalist, US aid worker kidnapped in Sudan are free



One more  
arrest in  
Kerala Life  
Mission scam

Air India urination  
case: woman  
moves SC, appeals  
DGCA, airlines for  
SOPs to check  
misconduct

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## 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?

