

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



Says

It is hard to imagine a more stupid or more dangerous way of making decisions than by putting those decisions in the hands of people who pay no price for being wrong.

If you can imagine it, you can achieve it. If you can dream it, you can become it.

I've always followed my heart and pursued my dreams, and I imagine that people find that inspiring. I hope that is the effect I have on my fans and people in general. I definitely want to project a positive energy out into the world.



Thinks

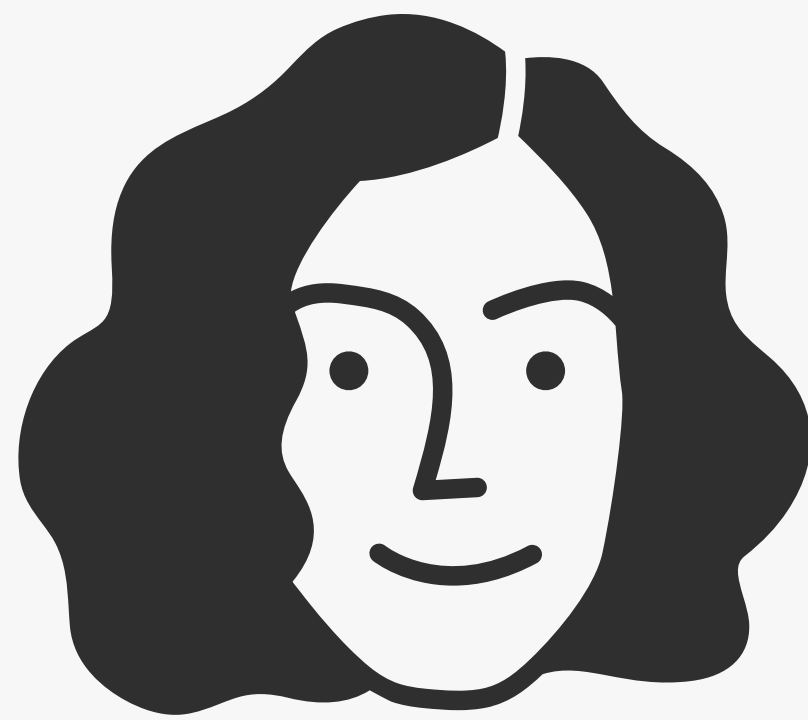
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



A goal is the cognitive representation of a desired state, or, in other words, our mental idea of how we'd like things to turn out (Fishbach & Ferguson 2007; Kruglanski, 1996). This desired end state of a goal can be clearly defined (e.g., stepping on the surface of Mars), or it can be more abstract and represent a state that is never fully completed (e.g., eating healthy).

Consumer behaviour can be thought of as the combination of efforts and results related to the consumer's need to solve problems. Consumer problem solving is triggered by the identification of some unmetneed

Often discussion around needs are further expanded in the context of those which are utilitarian (practical and useful in nature) and hedonic (associated or desirable in nature). Consumers wanting to satisfy utilitarian needs will be more price sensitive than consumers seeking to satisfy hedonic needs who will justify higher prices due to the infrequency in which they would purchase a luxury item. Cognitive dissonance, a consumer guilt, is more likely to be associated with hedonic purchases than utilitarian ones.



Persona's name

Short summary of the persona

We often forget to factor in the distortion of observation when we evaluate someone's behavior. We see what they are doing as representative of their whole life.

*The act of looking at something changes it – an effect that holds true for people, animals, even atoms. Here's how the observer effect distorts our world and how we can get a more accurate picture.*

The observer effect is not universal. The moon continues to orbit whether we have a telescope pointed at it or not. But both things and people can change under observation.

During a depressive episode, the person experiences depressed mood (feeling sad, irritable, empty) or a loss of pleasure or interest in activities, for most of the day, nearly every day, for at least two weeks.

What does it mean to have a mental health condition? Mental health conditions are a range of conditions that affect how we think, feel, and behave. They can be caused by a variety of factors, including genetics, brain chemistry, and life experiences. Mental health conditions can range from mild to severe, and they can affect people of all ages and backgrounds. It's important to understand that mental health conditions are not a sign of weakness or a character flaw. They are medical conditions that can be treated and managed. If you or someone you know is struggling with a mental health condition, it's important to seek help from a professional. There are many resources available, including support groups, therapy, and medication. Remember, you are not alone, and there is hope for a better future.

Mental disorders may also be referred to as mental health conditions. The latter is a broader term covering mental disorders, psychosocial disabilities and (other) mental states associated with significant distress, impairment in functioning, or risk of self-harm. This fact sheet focuses on mental disorders as described by the International Classification of Diseases 11th Revision (ICD-11).



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?

