



Says

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

An analysis is important because it organizes and interprets data, then structures that data into presentable information useful for real-world applications



Thinks

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

Identifying opportunities requires a willingness to think beyond the box to take risks and build a strong network

By doing so businesses can stay abreast of current situations and position themselves for long-term success.

Ultimately, you never know when the ordinary may turn into an opportunity

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Persona's name  
Short summary of the persona

If I could describe what it's like to analyze, I'd say it feels like a super power. I love thinking

*Behaviour* is how someone acts. It is what a person does to make something happen, to make something change or to keep things the same.

to study or examine something in detail in order to discover or understand more about it: Researchers analysed the purchases of 6,300 households.

Behaviour is how someone acts. It is what a person does to make something happen, to make something change or to keep things the same. Behaviour is a response to things that are happening:

Chemists are trained to analyze. Our reactions, projects, employment, environment, and safety depend on it.

Feelings are not that helpful when translating engineering and technology industry needs to academic curriculum. However, the increase of people interaction vs. chemicals and equipment interaction nudged me to further explore the act of feeling



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?