

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

i was
expecting
somthing
different

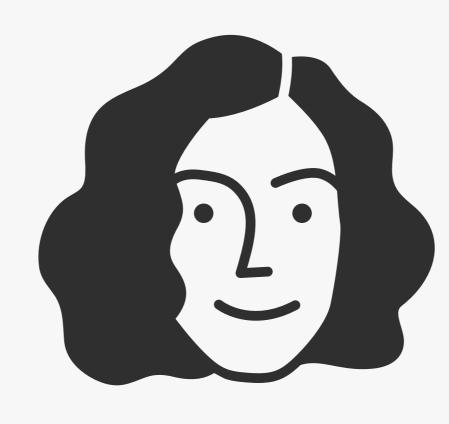
which desingn do you here?

what do you think about this design?

think the invitasion for anational sports meet

think toinvitation for a kovil festival

thinks the invitation of school cultural evant



invitation

Short summary of the persona

checks the financial markets and reading up on the latest financial news and trends

conducts her own market research and want to discuss her finding with her advisor

feels excitement

feels worried about weathering a major downturn financial crisis or recession



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Does

What behavior have we observed? What can we imagine them doing?

