



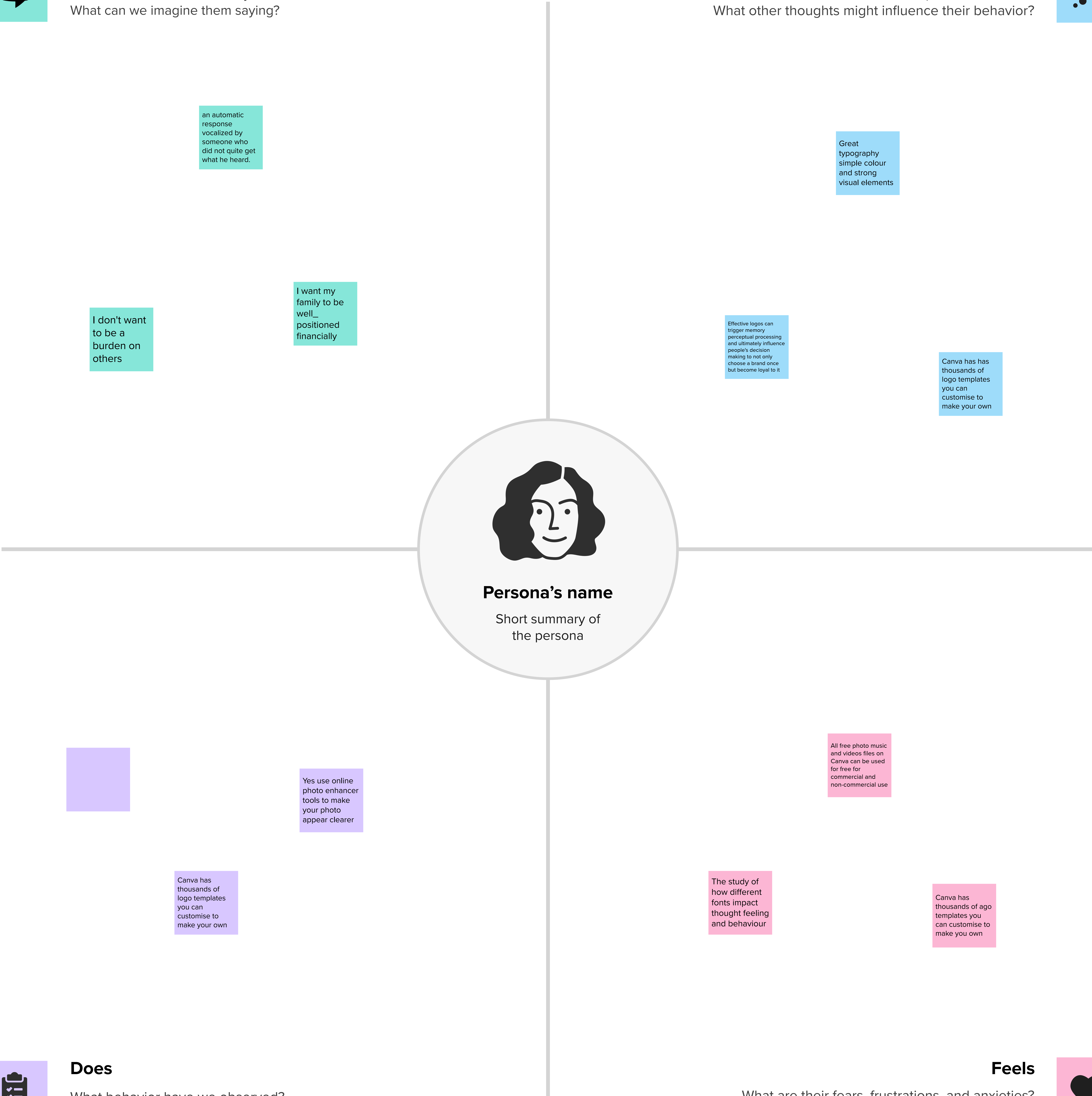
Says

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?



an automatic response vocalized by someone who did not quite get what he heard.

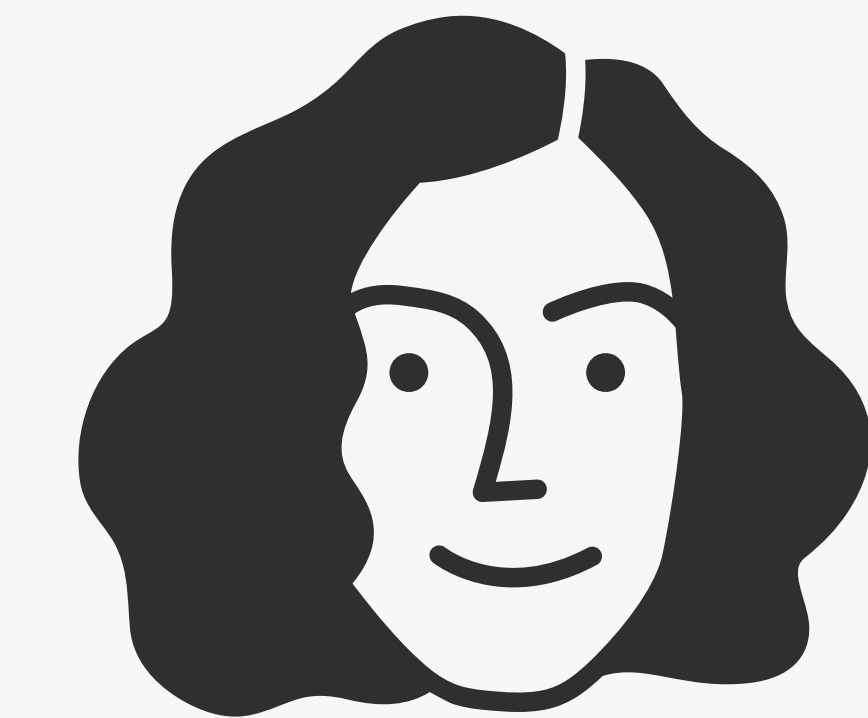
I don't want to be a burden on others

I want my family to be well\_ positioned financially

Great typography simple colour and strong visual elements

Effective logos can trigger memory perceptual processing and ultimately influence people's decision making to not only choose a brand once but become loyal to it

Canva has has thousands of logo templates you can customise to make your own



Persona's name  
Short summary of the persona



Yes use online photo enhancer tools to make your photo appear clearer

Canva has thousands of logo templates you can customise to make your own

All free photo music and videos files on Canva can be used for free for commercial and non-commercial use

The study of how different fonts impact thought feeling and behaviour

Canva has thousands of ago templates you can customise to make you own



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?