



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?

Reducing
threads of
stroke

Developed
reward
pathway

Handling
out
samples

Provides
energy

Increase
cravings
of sweets

Used in
religious
ceremonies



Persona's name
keerthi
sweets

Energy
efficiency

Reasonable
price

Jaggery
eith jalebi

Feels as
pleasure

Variety of
incredients

Medical
purpose at
the same
time



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?