



Says

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

I wish i had  
more time to  
execerise.

How can i  
get in shape  
with my  
hectic  
schedule.

Thinks

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

I want to be  
healthy for  
my team .

I need  
something  
quick and  
convenient.

Name :Sivaranjani  
Age: 20  
Occupation :studing

Short summary of  
the persona

scrolling  
throught  
fitness  
posts.

Interested  
in time-  
efficient  
workout.

Frustrated  
about not  
being able  
to prioritize  
fitness

Anxious  
about her  
health



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?

