



**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?

gifts or  
registry

I appreciate  
the inviting

thank you  
for  
inviting

i had a  
wonderful  
time

Alcohol  
Information

NO  
CHIPDRER  
OR ADULTS  
ONLY



**Persona's name**

Short summary of  
the persona

a written  
or  
spoken

we request  
tha honor  
of your  
presence

request to  
come to  
an event

such as  
a party

we request  
tha pleasure  
of your  
company

together  
with our  
parents we  
invite you



**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?