



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?



Persona’s name
Short summary of the persona

A goal is the cognitive representation of a desired state, or, in other words, our mental idea of how we’d like things to turn out (Fishbach & Ferguson 2007; Kruglanski, 1996).

Often discussion around needs are further explained in the context of those which are utilitarian (practical and useful in nature) and hedonic (luxurious or desirable in nature).

Motivation can stem from two places. First, it can come from the benefits associated with the process of pursuing a goal (intrinsic motivation)

Many authors, however, have argued that differences in their etiologies, response patterns, time courses, and intensities seem to justify a clear distinction between anxiety and fear.

The fact that anxiety and fear are probably distinct emotional states does not exclude some overlap in underlying brain and behavioral mechanisms

Fear or anxiety result in the expression of a range of adaptive or defensive behaviors, which are aimed at escaping from the source of danger or motivational conflict

I first started hearing them when I was going through a job loss and my girlfriend was really leaning on me to get my stuff together.

One other tidbit... schizophrenia has positive and negative effects on people

It progressively got worse, like they were the police or some other law enforcement and started telling me to fry all my hard drives and electronics cause I'm going to jail

Imagine an individual having dinner with his or her friends. The conversation covers various grounds such as politics, economics, sports, travel, and more

The answer can be found in the example of the British philosopher Jeremy Bentham, who proposed erecting a jail in a circular form with a watchman at the center, and the residents of the jail on the periphery

Observation can have both positive and negative effects on a person's conduct



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?