

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?

Continue the sequence with

Say" and adjust the font style to make

Continue the sequence with "Say" and adjust the font style to make it stand out.

Finally, include

using a font that

fits the theme.

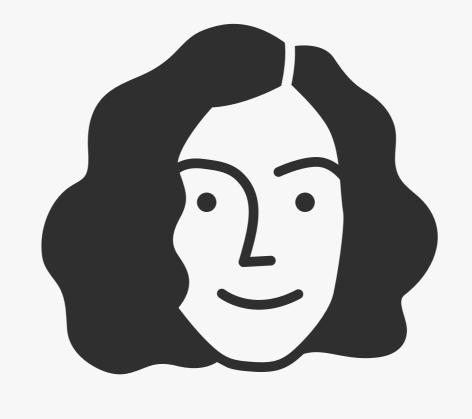
"Do" in the

sequence,

Think." Choose a font that complements the design.

Next to "Feel,"

another text box with the word



Persona's name

Short summary of the persona

Add a text box with the word

Finally, include

> "Do" in the sequence, using a font

Feel" and use a font style and color

evoke the desired emotion

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels

