



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?

Business expenses are deductions from taxable income.

Education and training expenses for employees

Always be honest and truthful in all matters

Advertising and marketing expenses.

Our thoughts create our feelings and our feelings drive our behaviour.

Thoughts can trigger emotions.



Persona’s name

Short summary of the persona

Postures, movements, nonverbal and verbal behaviour

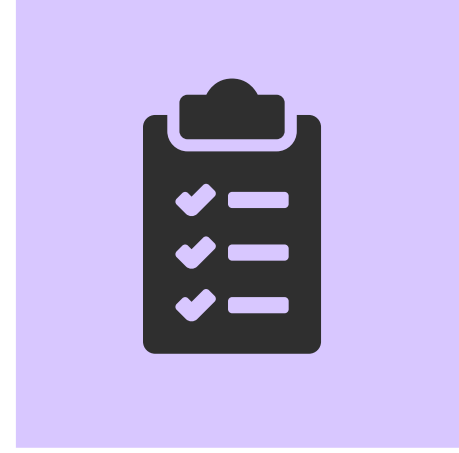
The process of learning by watching the behaviors of others

your partner forgets to take care of an important errand.

The brain attempts to simulate the responses that would occur if these situations actually happended

Fear is an emotional reaction to a specific ,real danger, while anxiety is an excessive.

Frustration, anger, tension or fear.



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?