



Says

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

morning
star

arts and
science
college

pasumpon



Short summary of
the persona

Thinks

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



good
education

well
infrastructure

well designed
employmentarysyllabus



Does

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

well thinker

withgood
discipline

well
behaved
students

Feels

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



love

and

service

See an example