

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?



should not be clumsy

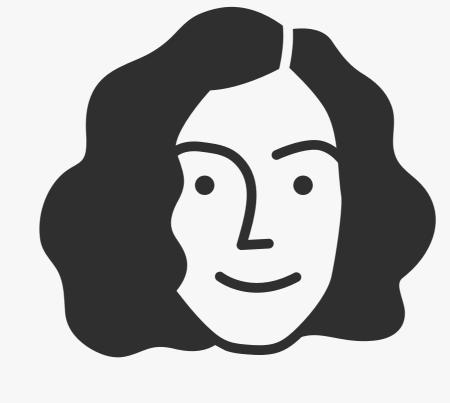
Need a good looking cover

Shoud create interest to open

Should be different from everything

Easily readable

should be stylystic



Vishvaharini & Team

Short summary of the persona

Puzzled to choose one among many templates

Professional writer

Creator

Avoids
unnecessary
confusions

Not sure which is best

Hard to wait to see the output

Feels

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?

