

Choose a mindmap and select 3 words from the outermost circle

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Create a persona based on the words you just transcribed.  
Write below a short text describing her life, skills, work, etc.  
Remember to give her a name!

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Name 

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Hobby 

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Job 

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Activity 

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Your most precious memory

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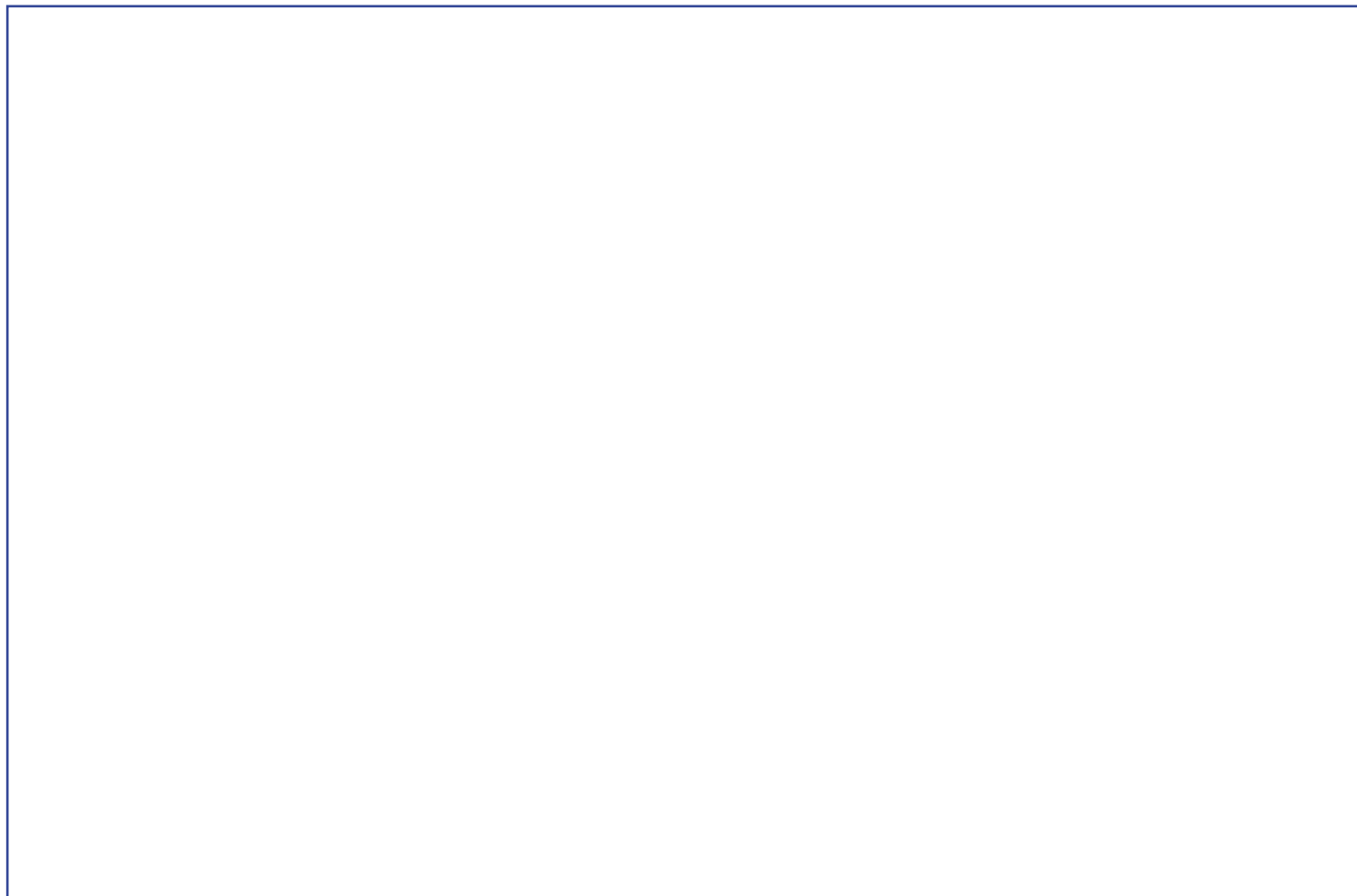
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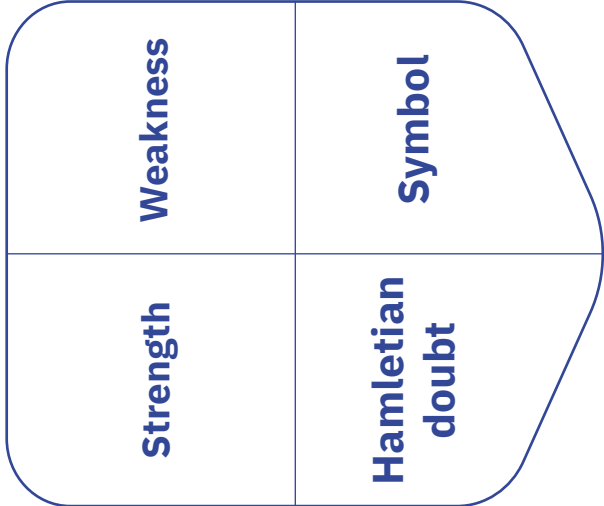
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## DRAW YOUR PERSONA



## HOW TO BUILD THE BLAZON



### Streight

box in the top left corner

### Weakness

box in the top right corner

### Hamletian doubt

box in the bottom left corner

### The symbol

box in the bottom right corner

## HOW TO BUILD THE MOTTO

In the area above the blazon, insert the motto, which is a text composed of a few words that can condense and express an ideal (of inspiration, description, horizon).

**The motto**