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| **Persona - Information & Communication** | |
| **Topic:** | |
| **Information**  *What info does your persona want on the topic?* | |
| 1. What do they want to know? |  |
| 1. What info can they give? |  |
| **Communication**  *How would your persona like to communicate about this topic?* | |
| 1. How do they want to communicate? |  |
| 1. Who do they trust to communicate with them? |  |
| 1. How often do they want to communicate? |  |