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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?
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| 1. What info can they give?
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| **Communication***How would your persona like to communicate about this topic?* |
| 1. How do they want to communicate?
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| 1. Who do they trust to communicate with them?
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| 1. How often do they want to communicate?
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