



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?

choose clear
format

Give clear
details about
your higher
studies

dont give
summary
about your
personal

use clear
section
headlines

Set the
margins

choose the
right front



Persona's name
Short summary of
the persona

invest in a
professional
photo

Divide your
information
into columns

Keeps the
front clean
and
professional

speling and
grammar
errors

experience in
chronological
order

you have a
big gap
between
Jobs



Does

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



Feels

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