



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?



People says"when they feel Nothing to do the next? or How to solve the problems? hen they decided to consult with the epert"

In fact we tries to motivate and to eliminate the negativity of the people whih they actually had



Persona’s name

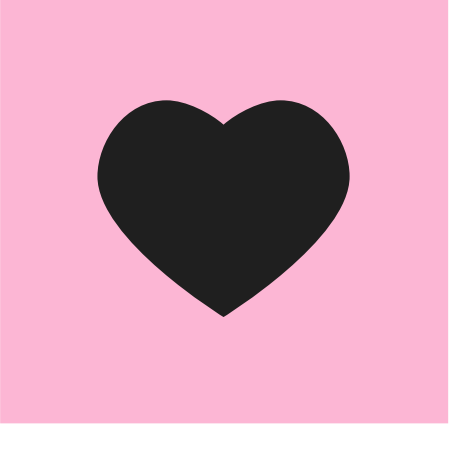
Short summary of the persona

Enough detail to give others a feel for what happened.  
1.Explain which factors contributed to your positive ,negative or just so experience.  
2.You might also offer your view on what the company is doing will and how they can improve



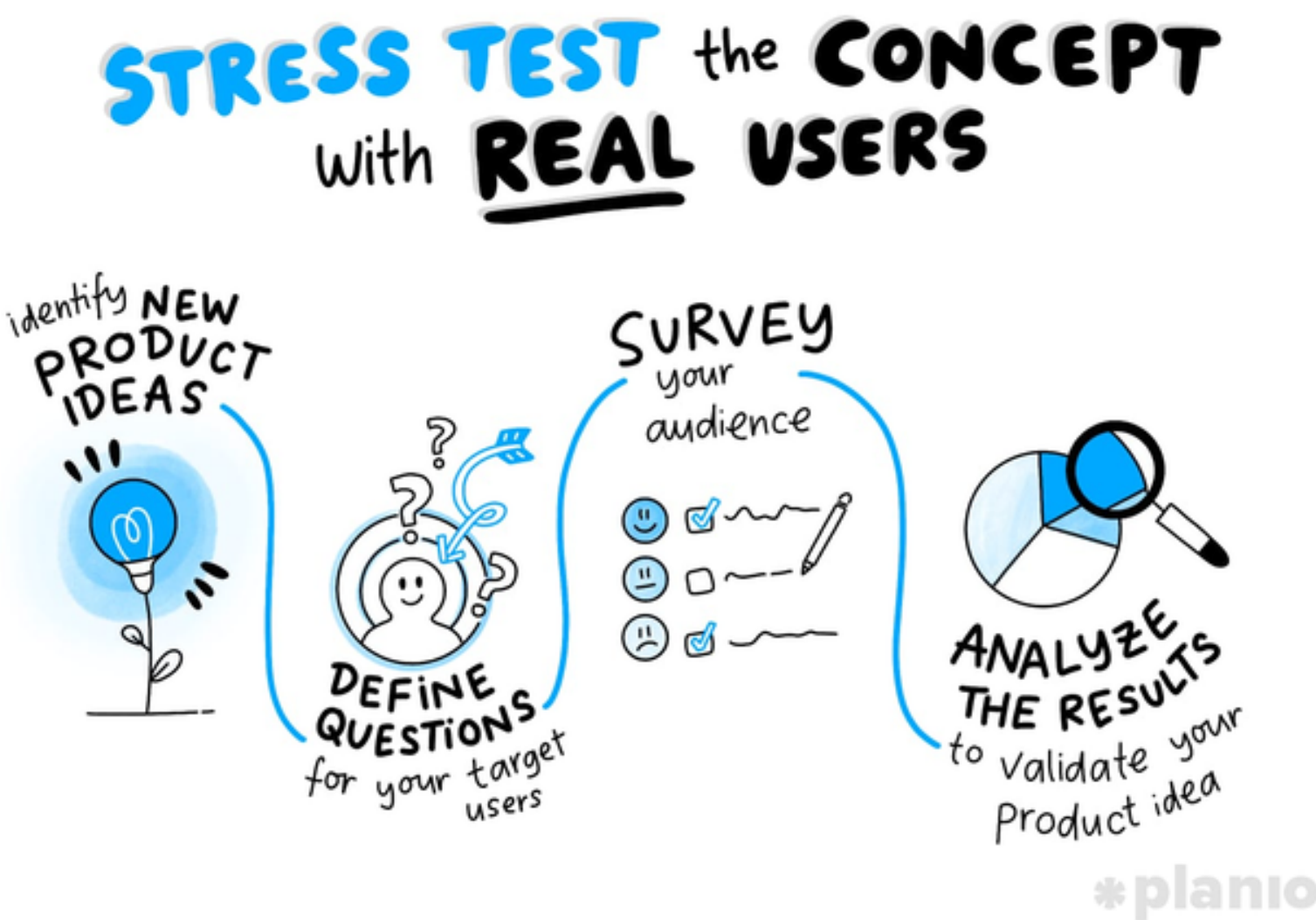
Does

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?



THE FOUR PHASES OF EACH CONSULTING PROJECT THEY DOES  
1.Discovery phase  
2.Planning phase  
3.Implementation phase  
4.Reporting phase