



## Says

What have we heard them say?  
What can we imagine them saying?

Designing a  
resume for  
using

Print  
resumes

Create  
resume

## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Create  
cover  
letters

Resume  
size

Opport



**MAHALAKSHMI. M**

Short summary of  
the persona

Sticky  
notes

Personal  
planners

Overly  
images

Business  
website

Documents

Certificate



## 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?



[See an example](#)