



**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?

"I need to update my resume and CV"

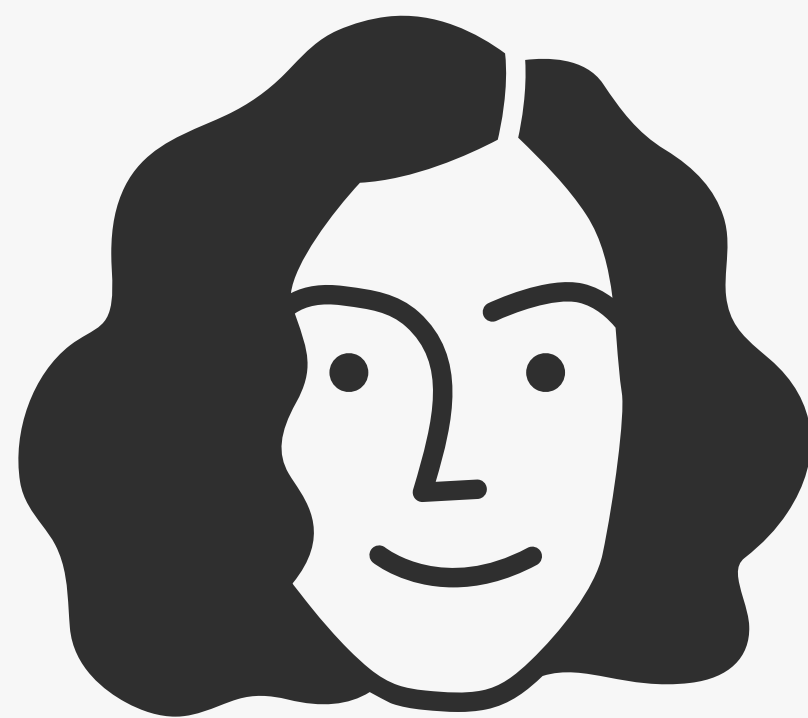
"I want to showcase my skills and experience effectively."

I need to stand out among other applicants."

"I'm not sure what format to use."

I should highlight my relevant accomplishments."

Maybe I need to tailor my resume for different job applications."



**Persona's name**  
Short summary of the persona

Researches online for resume and CV writing tips.

Compares different resume formats.

Frustration: "I don't know how to organize my information."

Compares different resume formats.

Anxious: "What if my resume isn't impressive enough?"

Hopeful: "A well-crafted resume could land me my dream job."



**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?