



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 am looking  
for a good  
job

A resume is  
formal dcument  
that job applicant  
create to idmize  
their qualification  
for their psition

I need job  
with good  
earnings

I need a safe  
and secure  
job

The look  
resume  
mustimpress  
the  
interviewer

It is really a  
good time to  
search for  
job ?



Persona’s name  
Short summary of  
the persona

Preparing my  
resume with  
technique  
way.

Preparing  
aresume with  
attractive  
mode.

I should add my  
objective  
educational and  
qualification part  
time working  
experience honors  
and awards.

Excited .

Desire.

nervese



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?