



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?

Management
Objecties
and
intentions for
Change

Compant
Mandate to
Adopt

OTHER
Influences on
Innovation
Adoption

Secondary
Innotion
Adoption
Process

PRIMARY
Innovation
Adoption
Process

Availability
Technological
Innovation



Persona's name
Short summary of
the persona

TECHNOLOGY
Availability
Characteistis

Technological
Innovation
Decision
making

Technology
SupportInfrastructure

TECHNOLOGICAL
CONTEXT
CHARACTERISTICS

Government
Regulation

ENVIRONMENTAL
CONTEXT
Cybersecurity



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?