



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?

Complete details of an individual

About qualification and Experience

Clarity

To get the job

Right person for the right skill

Assessment of the candidate



Persona's name
Short summary of the persona

Right infromation

Brief Note

Rererences

Modernizing the Resume

Attractive phrases

Short and sweet



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?