



Says

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

Display an image

creating a consistent look

feel for the business and brand

More opportunities for viewing

Provide live chats and content sharing

Boost productivity



Persona's name

Short summary of the persona

Thinks

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



A range of serene office

To information and data

Opportunity to attend from their desks

Constant communication

improve communication

Creates new ways for people see the world