



Says

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

It helps to track the performance.

It satisfy the needs and expectations.

It improve the innovation and creativity.



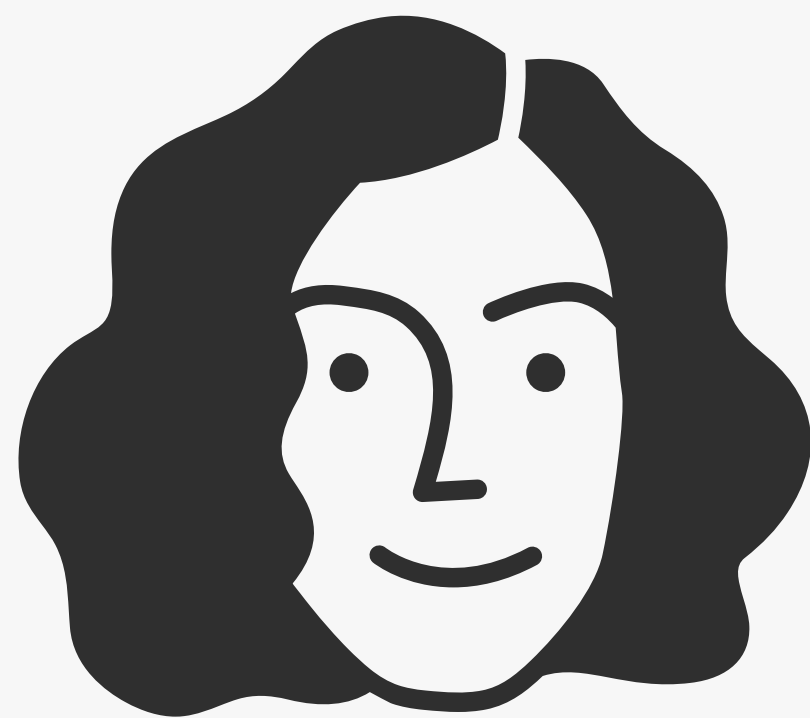
Thinks

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

Effectively engaging, relating and motivating employees

Developing needed skills in hired candidates

Employees may adopt continuous improvement mindset



Persona's name

Short summary of the persona

Understand their roles better and actively work to gain the skills they need to be successful

Have better- defined goals and a good idea of the skillls and experience they will need for their future career

Be more engaged because they have a clear career path

This project provides a development opportunities.

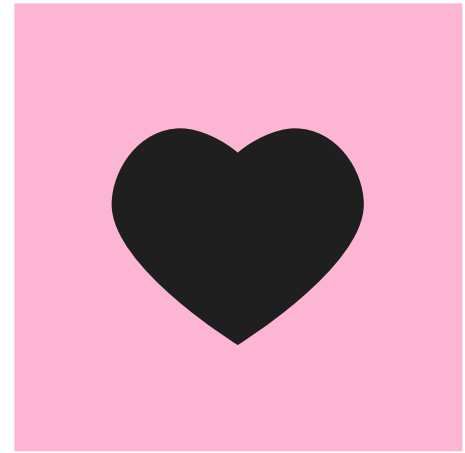
Built a positive reputation.

It prioritizes and cultivate a strong sense of progression among the users



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?