



Says

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

"I need an overview of key HR metrics in a visually appealing format"

"It's important to track employee engagement and turnover rates"

"I want to identity trends and patterns to make informed HR decisions"



Thinks

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

"How can I present HR data effectively to senior management?"

"Are there any red flags in the data that require immediate attention?"

"Can I use the HR scorecard to showcase the impact of our initiatives?"



Imports and organizes HR data from various sources into Tableau.

Creates visualizations and dashboards to represent key metrics.

Shares the HR scorecard with Stakeholders for discussions and decisions.

Determined to improve HR processes and employee satisfaction.

Anxious about potential issues revealed by the data.

Hopeful that the HR scored will lead to data-driven improvements.



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?