



Says

What have we heard them say?
What do they want?

Say they want a resume that stands out from the competition.



Thinks

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

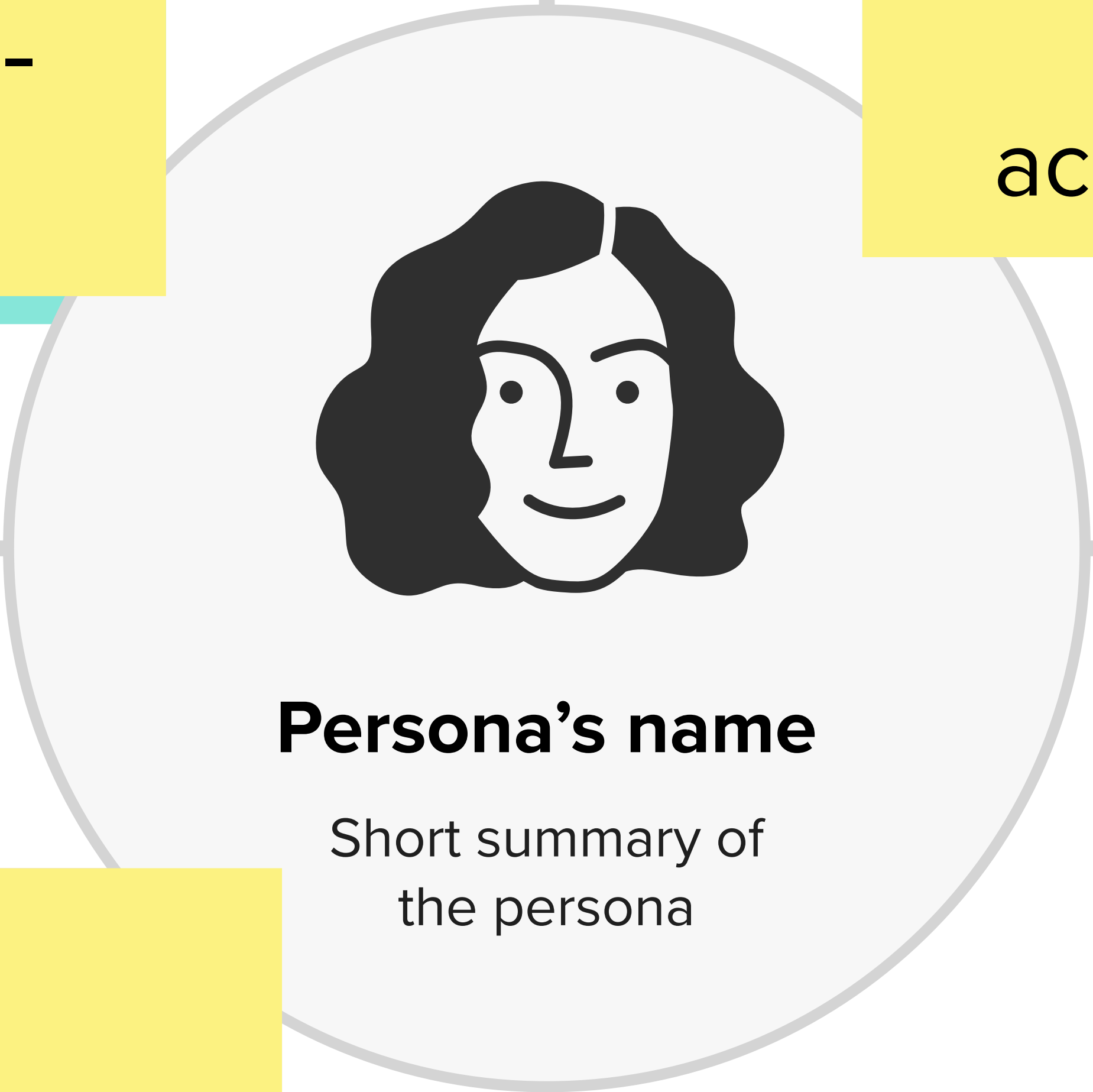
Think about their unique skills and experiences they want to highlight.

Mention the need for a resume that effectively communicates their skills and experience.

Express the desire for a visually appealing and professional-looking CV.

Consider what employers are looking for and how to tailor their resume accordingly.

Wonder how to make their CV memorable and leave a positive impression.



• - Consider what employers are looking for and how to tailor their resume

Wonder how to make their CV memorable and leave a positive impression.

Search for online resume/ CV templates and design tools like Canva.

Consider what employers are looking for and how to tailor their resume accordingly.

Start drafting and editing their resume using Canva's templates.

Experiment with different fonts, colors, and layouts to create an eye-catching design.



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?

[See an example](#)