



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?

talanted
expersts with
technisan skills
will be searched
and providedfor
jobplacements.

job seekers will be
easier to find our
websites and we will
act as a link
between
organisattion and
job seekers.



Persona’s name
consultor

our ideas will
be trustworthy
and makes org
to take useful
decisions.

our way of
consulting will
be forever
placement
facilities.



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