



Says

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

alteration

noise

performance

Thinks

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



ambition

structures

extreme



Persona's name

Short summary of
the persona

gravity pulls
the plane
down

hydroplaning

thrust keeps
the plane
moving

thrive

superheroes

coding



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](#)



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 1. Write down a problem
- 2. Share in collaboration
- 3. Ask people to comment

1

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

1. Write down

2. Write down

Before you start your session, make sure you have a clear understanding of the problem you're trying to solve.

3. Write down

Before you start your session, make sure you have a clear understanding of the problem you're trying to solve.

4. Write down

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5. Write down

Before you start your session, make sure you have a clear understanding of the problem you're trying to solve.

2

Define your problem statement

What problem are you trying to solve? Frame your problem as a how might we statement. This will be the focus of your session.

1. Write down

How might we solve the problem?



Key rules of brainstorming

To get the most out of your session

1. Write down

2. Write down

3. Write down

4. Write down

5. Write down

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Brainstorm

Write down any ideas that come to mind that address your problem statement.

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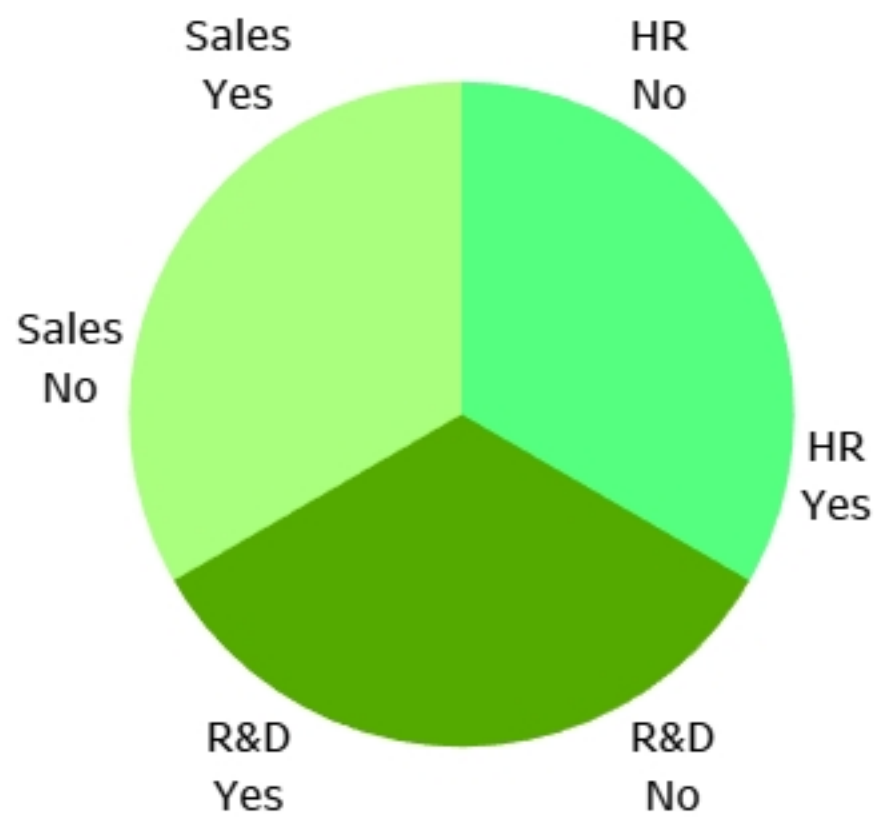
272. Write down

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Department

HR
R&D
Sales



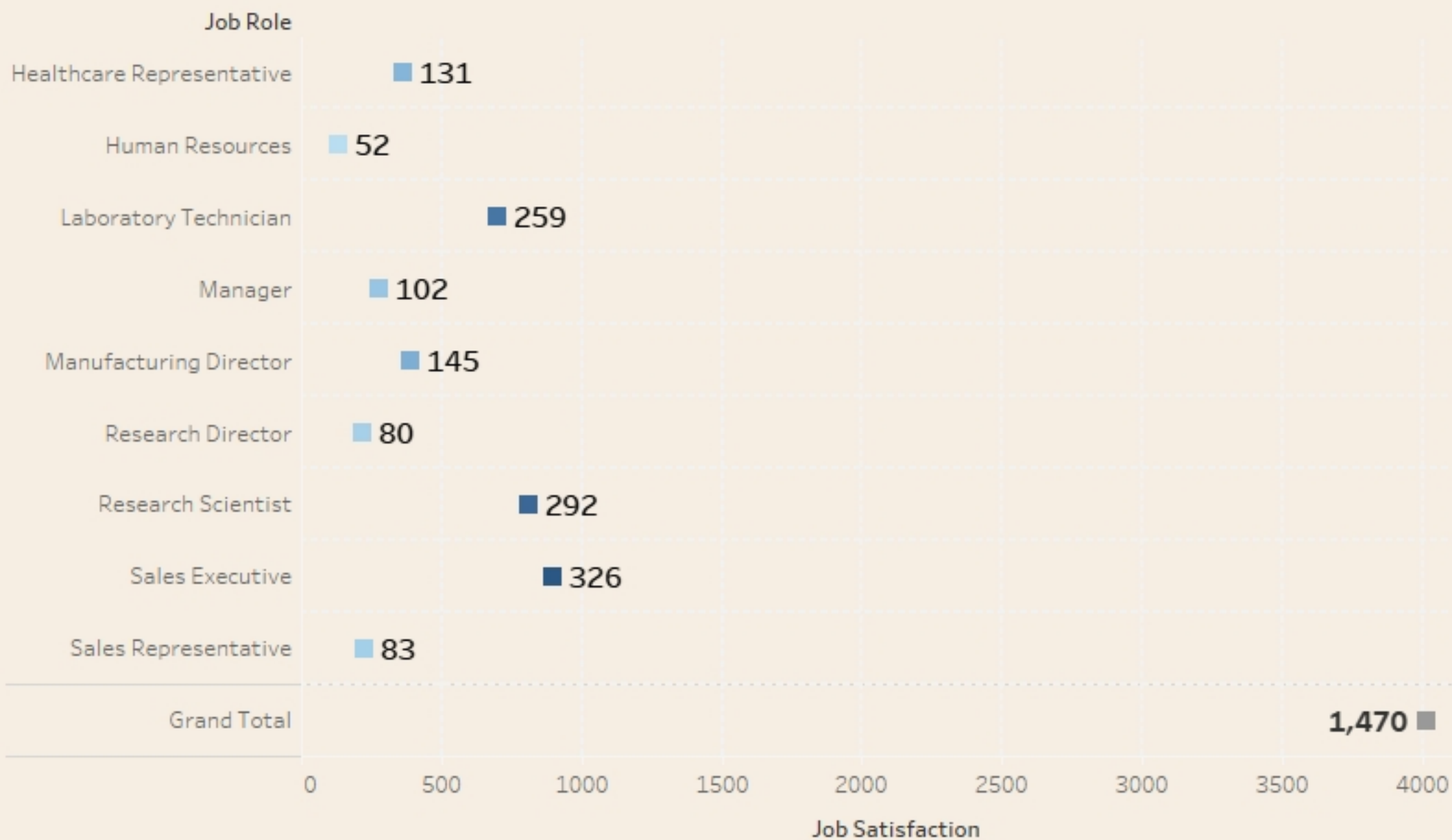
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1,470

Educational Field wise Attrition

	No	Yes
Human Resources	No	Yes
Life Sciences	No	Yes
Marketing	No	Yes
Medical	No	Yes
Other	No	Yes
Technical Degree	No	Yes

Job Satisfaction Rating



Job Satisfaction Rating



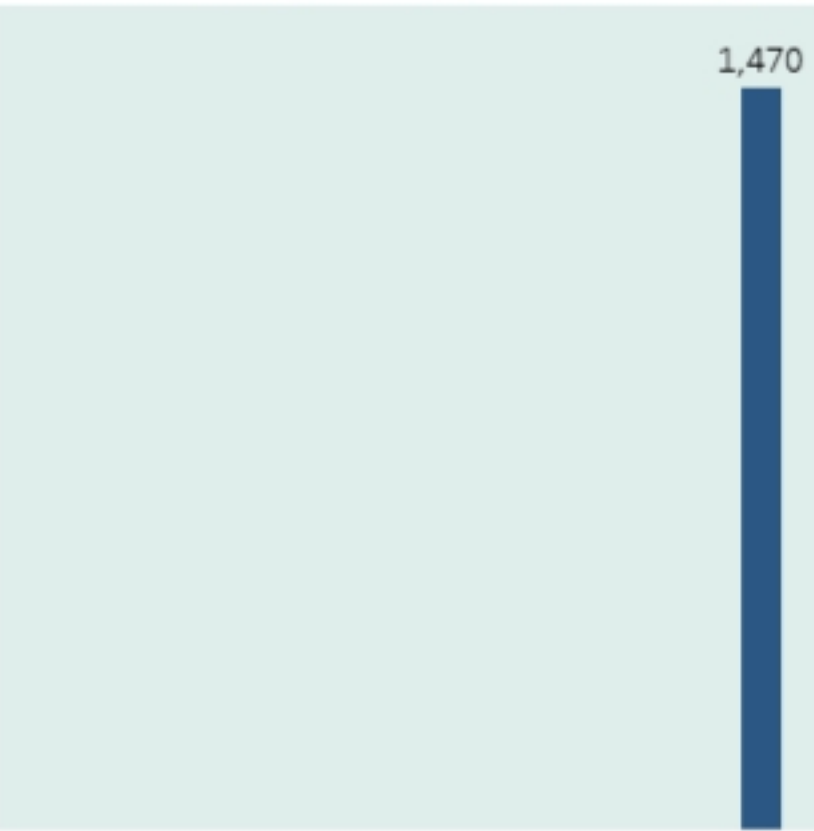
Department wise Attrition



No.of Employees by Age Grouping

age	54,278
Employee C..	1,470

No. of employees by Age Grouping



Employee Count

1,470

Department

- HR
- Sales
- R&D

HR ANALYTICS DASHBOARD