



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?

who uses
this
resume?

What are
the
benefots?

why should
we use this
resume?

what do you
thinf?

Is it
necessary?

What are the
qualiofications
we need?



Persona's name
Short summary of
the persona

Maintain
and update
your skill

nervous

be clear and
concious
with your
topic

give a clear
information

satisfaction

onfused



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?