



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

sufficient  
space for  
entering  
data

I want to  
grow my level  
and earn  
respect.

I don't want  
someone  
else to  
empathy on  
myself



**Persona's name**  
Desining Resume /  
CV with canva



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

Dream to use  
best image  
and text  
editing easily  
and freely

Things  
to risk  
creating  
beautiful  
design

Think that it  
will be free  
for individual

checking  
related  
information

getting ideas  
from  
profesional  
through text  
or viedo

keeping upon  
new type of  
stergies and  
maintaing active  
response with  
the professional.

Feel fear of saying  
wrong thing, not  
saying it in right  
way, not using the  
right format or  
look like an idiot.

Feel worried  
while making  
typos and  
grammatical errors  
which show lack  
of attention .

Not selecting the  
correct Resume type  
for the job. Wheather  
CHRONOLOGICAL  
RESUME or  
FUNCTIONAL  
RESUME.

feel happy to  
creat a  
correct  
resume or cv  
with templete



**Does**  
What behavior have we observed?  
What can we imagine them doing?

[See an example](#)



**Feels**  
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?