



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?

You'll learn many of the tools to start your own business

Absorb costs for items that are your fault

Seek opportunities to partner with others

You will learn a lot and progress quickly

You will work and make friends with bright people

Always be honest and truthful in all matters



Persona's name

Short summary of the persona

discussion management, which provides users with a collaboration platform to share and comment on ideas.

Brightidea helps you harness the power of ideas to help you foster a culture of innovation within the company

Brightidea is a highly flexible platform, allowing the customization needed to launch an innovation initiative AND track winning ideas in a project pipeline

The Idea Boards page is a very visual way to show ideas while also allowing users to filter in a number of ways

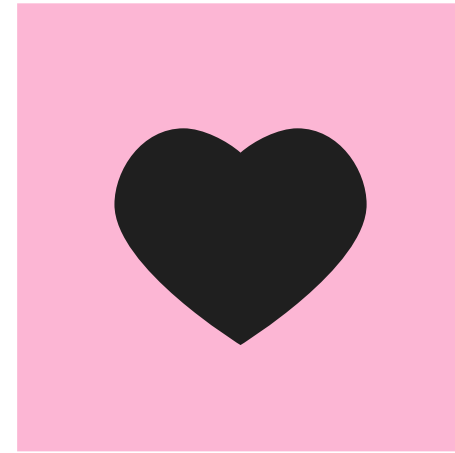
we believe that innovation is too important to be left to chance, and that every individual deserves an opportunity to have their voice heard

Allows our teams to generate new ideas and innovations to help the Business expand these ideas into new solutions to make the company more productive



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?