



Says

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

our
background
support

to make a
knowledge in a
applied
behaviour

the
companies
development



Persona's name

Short summary of
the persona

Thinks

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



with communication problem
wanting someone to get help

flexibility to
handle the
challenges

fear and
panic filling
the career
gap

fears,frustration
and anxies
about their
future

find
comfort in
our support
system

should not
get
nervous

performance
has been
observed

experience
has been
observed

find a good
supporter



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](#)