



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?



Persona's name

Short summary of the persona

[See an example](#)

Human resources (HR) is the division of a business

Recruiting,screening
And training job
applicants

Our (HR)
ambition we
encourage our
talents to
find fulfillment

Private
companies in
industries ranging
from technical
services to
manufacturing

HR departments
also handle
employee
compensation,
benefits and
terminations

At Lacoste,we
recognise that our
men and women
talents are our
standard bearers

A human resources (HR)
department performs
human resource
management functions
,such as
finding,hiring,training and
supporting new
employees

HR is a very
talented
person

managing
benefits
and time
off

It's HR's job to
to supply the
company with
qualified
reliable talent

HR is a very
one of
hard worker
person in
company

HR help the
company
comply with
employment



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?