



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?

I want to be part of a community of learners who share similar goals

I need a learning center that offers both online and in-person classes.

Believes that continuous learning is essential in today's rapidly changing world.

Wants expert guidance to overcome learning challenges and reach goals.

"I'm interested in finding mentors who can help me excel."

"I'm looking for courses that align with my career aspirations."

Needs convenient and flexible learning options that fit their schedule.

Hopes to acquire new skills for personal and professional growth.



EDUCONNECT
LEARNING CONNECT

Short summary of the persona

Seeks one-on-one coaching sessions to address specific challenges.

Enrolls in online courses to enhance their knowledge and skills.

Excited about the prospect of personal and professional development.

Motivated when they see progress and improvement in their skills.

Engages in group discussions and collaborative projects with peers

Attends workshops and seminars to gain practical insights.

Confident when they receive positive feedback and recognition.

Anxious about the potential for information overload or not keeping up.



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?