



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

# Learning Center

"I'm  
dedicated to  
providing  
quality  
education

What courses or programs will help me achieve my academic goals

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



I want to excel in my studies and gain a quality education



Is edu connect  
a reputable  
and safe place  
for my child to  
learn

I want the best education for my child

How can I  
engage my  
student  
effectively and  
help them  
succeed



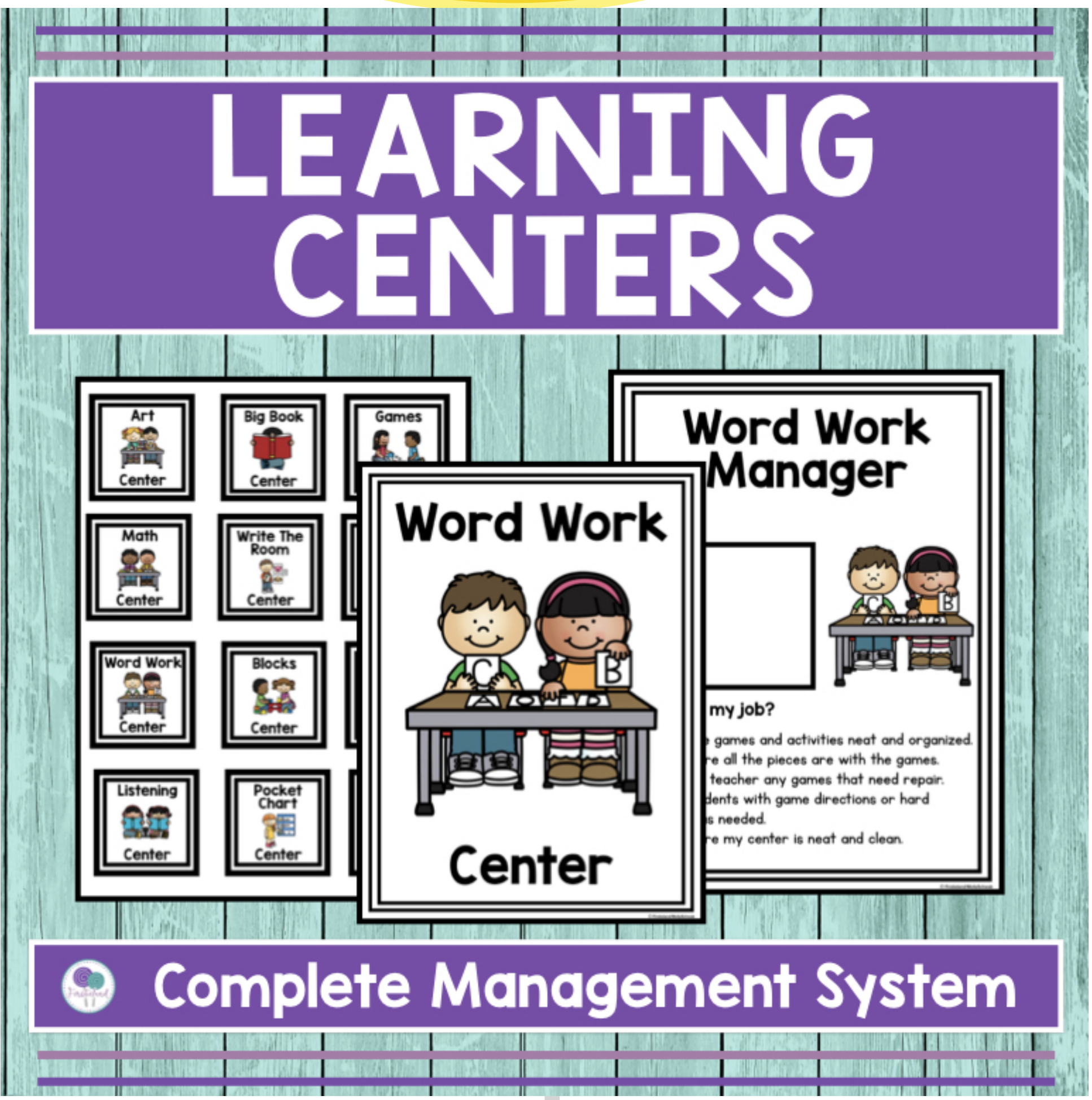
# EDU CONNECT LEARNING CENTER



Access to a variety  
of courses  
supportive  
instructors study  
materials and a  
comfortable learning  
environment

Concerned about  
their child future and  
we'll being wanting  
assurance that their  
investment in  
education will pay  
off

Professional development opportunities resources and support to enhance their teaching skills

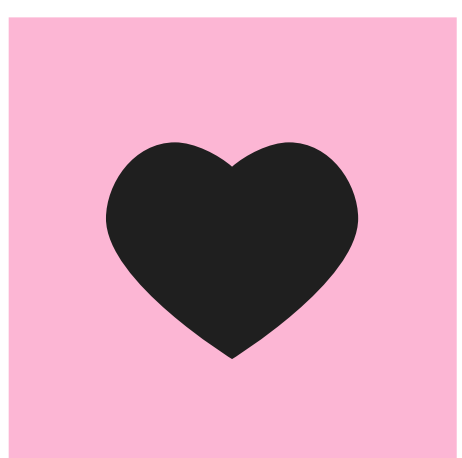


Excited about learning opportunities but may also feel overwhelmed or stressed about exams and assignment

Clear information on courses teacher's qualification and regular updates on their child 'progress

Passionate about teaching and may also experience the pressure to meet educational standards

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



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