



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?

Educonne
offers a
wide range
of courses

Educonne
can help me
achieve my
career goals

I hope the
courses are
high-quality
and up-to-
date

Online
learning might
be more
convenient for
me

I can access
Educonne
from my
computer or
mobile device

I want to
improve my
skills and
knowledge



Visits
Educonne's
website to
explore course
offerings

Enrolls in a course
that aligns with
their interests or
career
aspirationsResearch

Begins taking
lessons and
completing
assignments

Excited about the
potential for
personal and
professional
growth

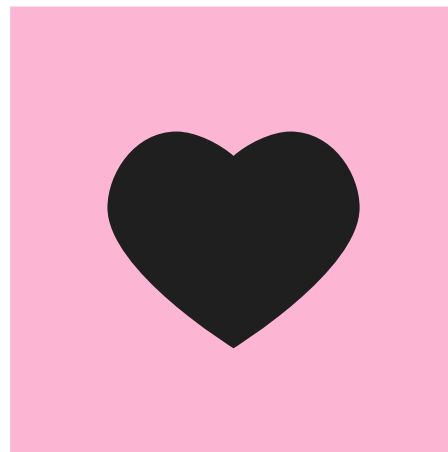
Slightly anxious
about whether
I'll be able to
keep up with
the coursework

Optimistic
about the
flexibility of
online
learning



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?