



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?



Feels

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



Does

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

"I participated in a debate competition."

"I hope the certificate looks professional and well-designed."

"The design should capture the essence of debating and critical thinking."

"I want to proudly display the certificate to showcase my accomplishment."

"The certificate should reflect the theme of the debate and its importance."

"I want a certificate to commemorate my achievement."



Persona's name

Short summary of the persona

Excited about receiving a certificate as recognition for my participation.

Hopeful that the certificate will remind me of the skills and knowledge gained through the competition.

Preview different fonts and color schemes to make the certificate visually appealing.

Appreciative of the effort put into creating an attractive certificate that enhances the overall experience.

Customize the template with my name, date, and other details.

Search for templates on Canva that match the theme of the debate competition