



Says

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

I want a certificate that reflects the prestige of the competition

The certificate should be well-designed and professional

I'd love to showcase this certificate on social media.



Thinks

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

A great certificate will be a lasting memory of my achievement

I hope this certificate will impress others

The design should resonate with the debate theme.



Persona's name

Short summary of the persona

Share the certificate on social media

Frame and display the certificate

Keep it as a memento of their participation

Pride in their accomplishment

Eagerness to receive a beautiful certificate

A sense of achievement and recognition



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?