



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 struggle to find the right resources for learning.


I need a supportive learning environment.

I want to excel in my studies.

I want to feel confident about my academic abilities.

I wish I had more time to focus on my studies.

I want to learn in a way that's interesting and engaging.



Persona's name
Short summary of the persona

Uses educational apps and websites for additional learning.

Seeks help from friends or family with their studies.

Searches online for study tips and resources.

Overwhelmed by the amount of information to learn.

Frustrated about not being able to grasp certain concepts.

Excited about the prospect of improving their skills.



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?