



Says

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



"I'm looking for courses that are practical and relevant to my job."

"Finding time for learning while working full-time is a challenge."

"I want to expand my skill set to stay competitive in my field."



Thinks

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



Searches online for teaching materials and courses.

Attends workshops and conferences for educators.

Discusses teaching challenges with colleagues.



RISWANA BANU
Educonnect learning center



Attends evening classes after work.

Researches online courses during lunch breaks.

Seeks recommendations from colleagues for learning resources.

Colleagues successfully applying new skills acquired through learning.



Online ads for EduConnect courses.

Online course advertisements on social media.



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?