



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?



Persona's name

Short summary of the persona

Education

creativity

Academy center

Material

place

Right person

well trained staff

Smart board facilities

Best coaching

provide best materials

low coaching prices

More courses available



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?