



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?



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?



Edu connect learning
centre

Short summary of
the persona

See an example

Using
cheshcklist
for tracking
actilvities

Utilize Digital
marketing
Techniques

Colour
codeing
sections

Labelling
and storage
optimization

Minimum
investment
8 to 10
lakhs

Traditional
type
classroom

Primary
school

Create
differentiate
formal dress
code to
comparing
others

Attracting
Name

Buy the
equipment

Find a
location

Get startup
funding

Hire
Teachers or
Tutors

Excited to
teaching
students

Making the
right choice

Primary level
of education
is very
important

Guiding
bright
minds to the
top