




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?



Educonnect
learning center

Short summary of
the persona

Draw, cut
and paste

Pratice
content using
computer
software

Folder work
to be
complete at
your desk

Listen to
books on
tape

We hope that he
will experience
many new things
and enjoy making
new friends

Learn new
thing explore
and create
make loads of
new friends

To happy
and have
fun

We
absolutely
love the hope
learning
center

Immersive
experience
or real life
project

Reflection &
discussion

Application
within the
business

virtual
learning

non
conventional
cources

factual
learing and
research



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?