



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?

User
Persona

I need a
reliable
platform for
online
learning

I want to
excel in my
studies and
need quality
resources

Frustration with
confusing topics,
motivation to learn,
and possibly some
anxiety about
exams.

Searches for
courses, watches
video lectures,
takes quizzes, and
seeks help from
tutors.

preparation in
maintenance of
zoho books for
educonnect
learning center
M.Harichandran
M.Aswin sridar
M.Santhosh
R.Ashok kumar



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?