



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?

Participants might say they want a certificate that feels

prestigious and reflects their achievement.

Participants might be thinking about how the certificate

will be a memento of their hard work and success

They might also mention the importance of clear and elegant design.

They may want it to stand out and be something they can proudly display.



Persona's name
Short summary of the persona

Participants will likely display the certificate

possibly in a frame, on their walls or share it on social media

Participants should feel a sense of pride and accomplishment

to showcase their accomplishment.

when they receive the certificate.

They should also feel that it represents the seriousness and professionalism of the debate competition



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?