



Says

What have we heard them say?
What can we imagine them saying?

Course Catalog: The platform says, "We offer a diverse catalog of courses, spanning various subjects and skill levels, including academic, vocational, and personal development programs."

Community Building: It says, "We foster a strong learning community where learners can connect, discuss, and collaborate with peers and instructors, enhancing their overall learning experience."

Professional Development: It says, "We aim to serve as a hub for professional development by offering courses and resources that help individuals upskill, reskill, and advance in their careers."



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Personalized Learning Paths: The platform thinks about learners' individual goals and interests by allowing them to create personalized learning paths.

Progress Tracking: It thinks about learner progress by providing frequent quizzes, assignments, and assessments to help learners gauge their understanding of the material.

Quality Content: EduConnect thinks about the quality of content by collaborating with experienced instructors and subject matter experts to deliver high-quality educational material.



laxmanbalaji,kumara
velan,logesh waran

Enrollment: Learners use the platform to browse courses, select the ones that align with their goals, and enroll in them.

Participate: Learners actively engage with course content, which may include watching videos, completing assignments, and taking quizzes.

Collaborate: Learners participate in discussion forums and collaborate with peers on group projects or assignments.

Inclusive Learning Environment: EduConnect aims to create a welcoming and inclusive environment where learners from diverse backgrounds and skill levels feel comfortable participating.

Connected Community: EduConnect fosters a sense of belonging by facilitating connections among learners, instructors, and mentors.

Engagement and Motivation: The platform strives to make learning engaging and motivating through interactive content, gamification elements, and a supportive community.



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?