

Says

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

Mission and Vision:
Educonnect Learning
Center might have stated its
mission and vision,
emphasizing its
commitment to providing
quality education and
learning opportunities.

Upcoming Events and Workshops: Educonnect might announce upcoming events, workshops, or seminars to engage students and the community in various educational activities.

Student Success Stories:
Educonnect may share
inspiring stories of students
who have excelled in their
studies or achieved
significant career
milestones after attending
their courses.

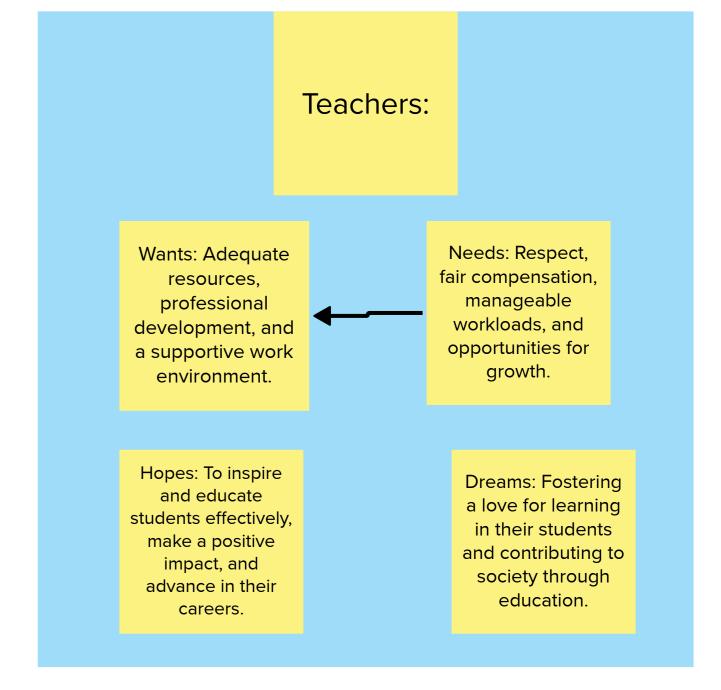
Thinks

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



Students:

- Wants: Effective and engaging learning experiences, supportive teachers, opportunities for growth and success.
- Needs: Quality education, a safe and inclusive learning environment, access to resources and technology.
- Hopes: To excel academically, develop skills for their future, and enjoy their learning journey.
- Dreams: Achieving their career and personal goals, pursuing higher education, and securing a fulfilling future.





Parents:

Wants: Assurance

education, and

communication

with educators.

Hopes: That their

child receives the

best education

possible and

builds a successful

Needs: Information

about their child's

transparency from

the school, and

financial

affordability.

Dreams: Seeing

their child achieve

their full potential

and become a

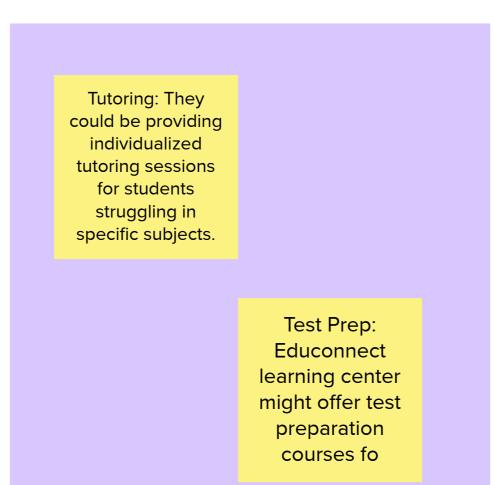
responsible,

happy adult.

Persona's name

Short summary of the persona

Educational Services:
Learning centers typically
offer a range of educational
services, such as tutoring,
test preparation, academic
coaching, and skill
development.



Student Engagement: They may engage with students to assess their learning needs, strengths, and weaknesses to tailor their services accordingly.

Curriculum Development:
Learning centers may create and develop educational materials and resources to support their students' learning objectives.

Financial Concerns:
Students may be anxious about the cost of education, including tuition fees, textbooks, and other expenses. This can also lead to concerns about student loans and debt.

Academic Pressure:
Students often experience
fears and anxieties related
to academic performance,
such as fear of failing exams
or assignments, struggling
to meet high expectations,
or not keeping up with the
curriculum.

Social Isolation: Feelings of loneliness and social anxiety can be a concern for some students, especially if they have difficulty making friends or fitting in with their peers



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



