



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?

promote
your
courses

discover
courses

facilities

scholarships

team
work

acquiring
knowledg
e



Persona's name
Short summary of
the persona

connceting
students

donations

teaching

safe

comfortable

supportive



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?