



Says

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

branding,marketing
and communication.

mission to
emulate the
global
success

strategies for
educational
institutions



Persona’s name

Short summary of
the persona



Thinks

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



fear of bad test
scores fear of
bad test scores
fear of bad test
scores



Does

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

demonstrate
a range of
skill

theoretical
knowledge

relevant to
working in
the business
sector



Feels

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