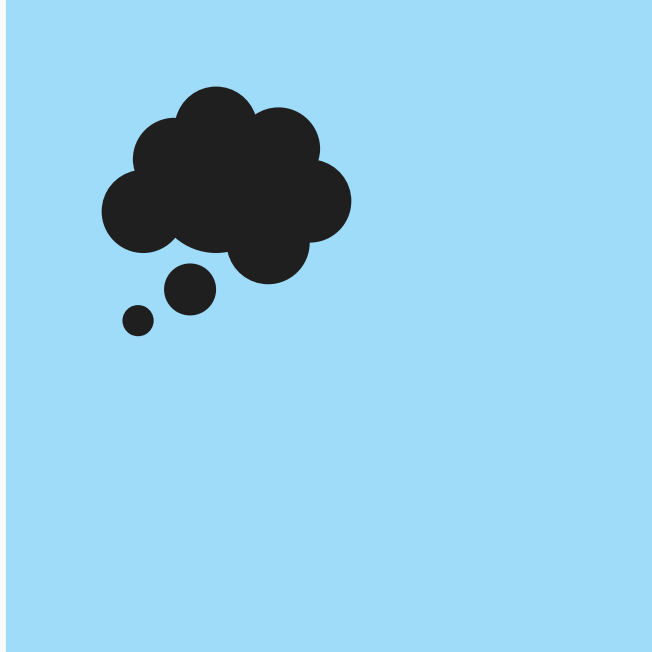


Says

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?

branding,marketing
and communication.

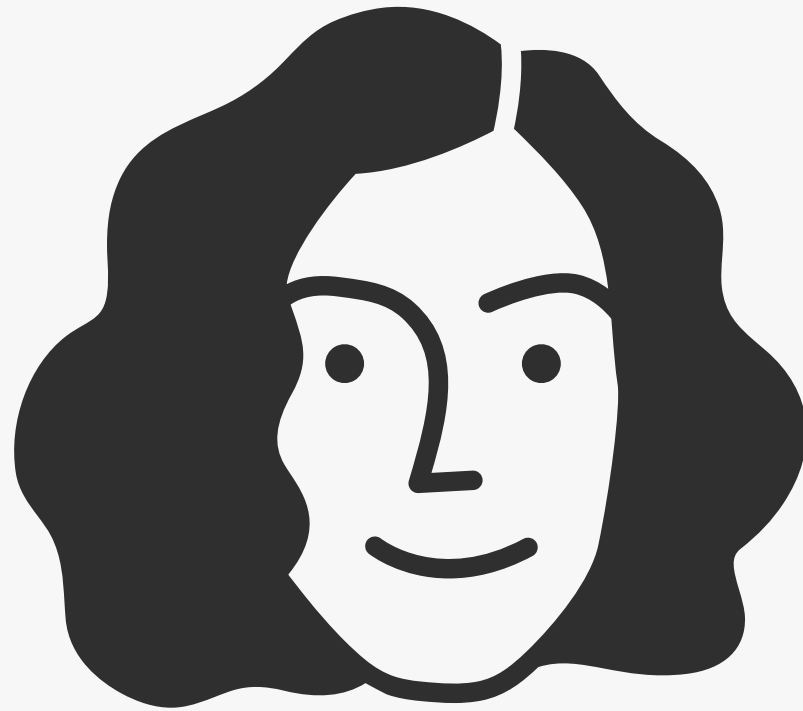
engaging,
challenging,
and fun year
of learning

mission to
emulate the
global
success

strategies for
educational
institutions

pre-learning,
during
learning, and
post-learning

resources
available to
satisfy these
wants are
limited.



Persona’s name

Short summary of
the persona

theoretical
knowledge

Fear of education
is entirely normal
and
understandable,
particularly for
adult learners.

demonstrate
a range of
skill

relevant to
working in
the business
sector

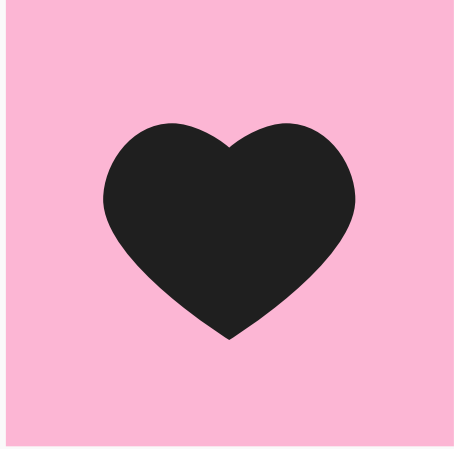
fear of bad
test scores

Fear of education
is entirely normal
and
understandable,
particularly for
adult learners.



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?