



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?



Persona's name

Short summary of
the persona

A plan may
contain several
courses and
levels

learning plan is
published and
eligible
employees can
now access the
plan

Courses can
be locked to
ensure a do
this first
approach

Builds on
student
Interest

Increase Life
opportunities

Develops
their
relationships

Connect with
recent
graduates from
the program

Organize my
schedule to slot
in dedicated
time for reading
and posting

reading and
draft ways to
connect
CHSEand
HSEDUC

feel
disconnected
from other
students

excited to
learn new skills
and apply
them to my
day-to-day

enthudiastic
about new
model of
learning



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?