



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?

Reaonable
fees structure

Im excited to
join in this
training
centre

Staffs are
professional
and
experienced

Expectation of
practical
learning

Hoping for
experienced
staffs

To gain
knowledge and
to secure job



Persona's name
MEENU

Reviewing, and
rating the
centres

Reasearching
the centre
website

Ask their
friends

Motivational

Anxious

Hopeful



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?