



Says

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

eed a reliable  
platform for  
online  
learning."



Thinks

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

I want to  
excel in my  
studies and  
need quality  
resources."

preparation and  
maintainance for  
zoho books for  
edu connect  
learning center

nithya  
vijayalakshmi  
harini  
balarajeshwari

Searches for  
courses, watches  
video lectures,  
takes quizzes,  
and seeks help  
from tutors.

Frustration with  
confusing topics,  
motivation to learn,  
and possibly some  
anxiety about  
exams



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?