



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?



Feels

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



Does

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



Persona's name

Short summary of the persona

"I participated in a debate competition."

"I want a certificate to commemorate my achievement."

"The certificate should reflect the theme of the debate and its importance."

"I hope the certificate looks professional and well-designed."

"I want to proudly display the certificate to showcase my accomplishment."

"The design should capture the essence of debating and critical thinking."

Search for templates on Canva that match the theme of the debate competition

Customize the template with my name, date, and other details.

Preview different fonts and color schemes to make the certificate visually appealing.

Hopeful that the certificate will remind me of the skills and knowledge gained through the competition.

Excited about receiving a certificate as recognition for my participation.

Appreciative of the effort put into creating an attractive certificate that enhances the overall experience.