



Says

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

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."



Clear course
materials, easy
navigation,
responsive
customer support,
and affordable
pricing.

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?