



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?



EMMA

Short summary of  
the persona

I need an efficient  
system to  
manage student  
records and  
administrative  
tasks

I want a platform  
that simplifies  
grading,  
communication  
with parents, and  
lesson planning

we want to easily  
acces our child's  
progress and  
stay informed  
about school  
events

How can I  
streamline  
administrative  
tasks  
efficiently?

How can I  
manage students  
progress and  
communicate  
with parents  
effectively

How can I stay  
informed about  
my child's  
performance  
and school  
activities

Searches for  
software  
solutions,  
attends training,  
seeks support.

Inputs grades,  
communicates  
with  
parents,requests  
support

checks the  
system for  
updates with  
teachers

Anxious the  
child's  
progress.

Overwhelmed  
by paperwork  
and data  
management.

Pressured to  
juggle  
teaching and  
administrative  
tasks.