



Says

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

Are there any specific words or phrases they use to describe their ideal certificate?

Do they share feedback or comments on social media or forums about certificates from previous competitions?

What do they say about debate certificates?



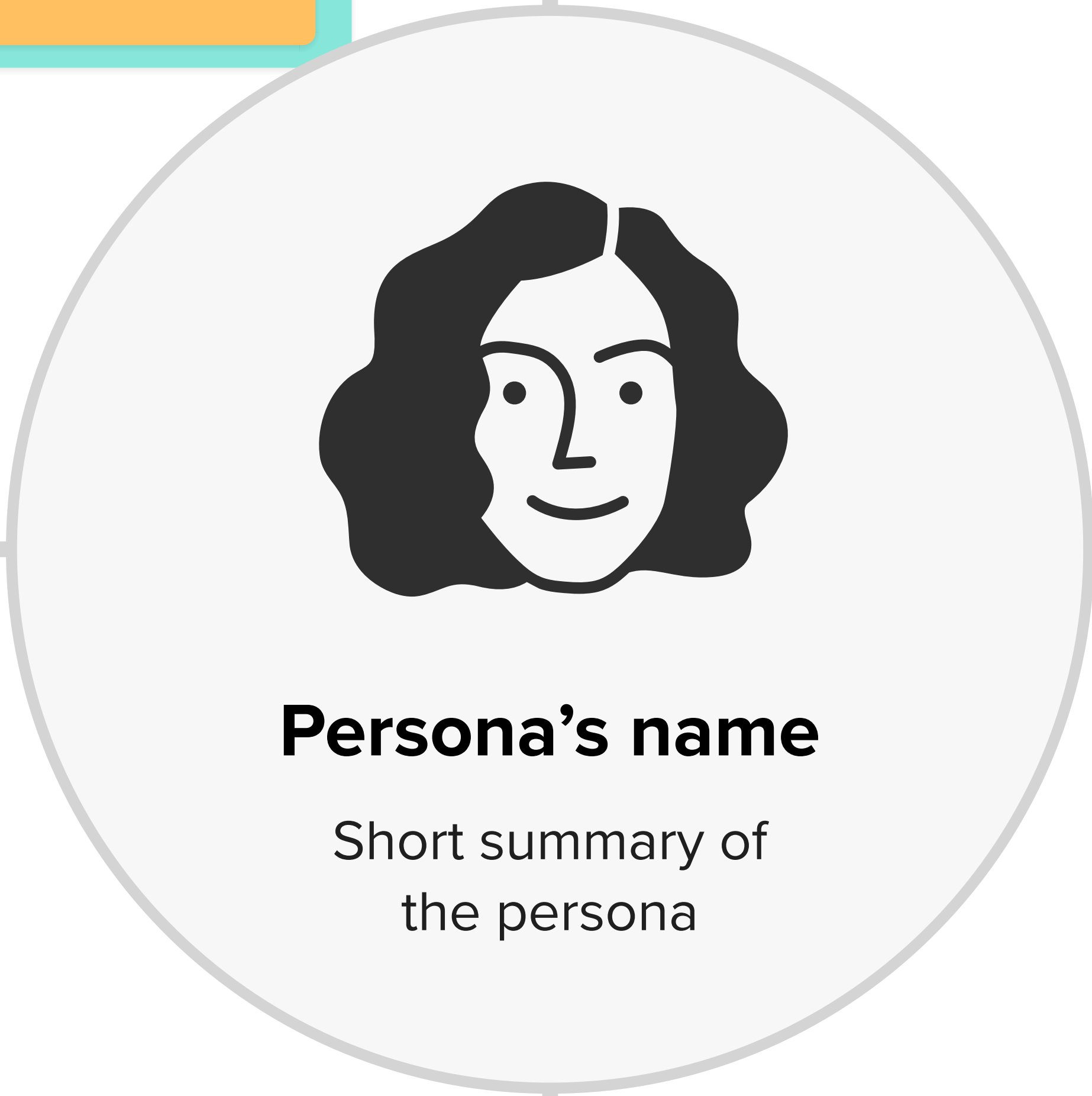
Thinks

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

Are they proud of their achievement?

What thoughts go through their minds when they receive a debate certificate?

Are they critical of the design and quality?



Persona's name

Short summary of the persona

What actions do they take with their debate certificates?

Do they keep them as mementos or trophies?

Do they frame and hang them on the wall?



Does

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

Feels

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



Are they excited, proud, or indifferent?

Do they feel a sense of accomplishment or recognition?

How do they feel when they receive a debate certificate?