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

want to obtain

a debate

certificate.

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



Thinks

Will a debate certificate enhance my credibility?

Anxious about the

competitiveness

of debate

certification.

I'm interested in improving my debating skills.

I need recognition for my debating abilities

certificate Designer
Short summary of

the persona

Where can I find reputable debate certificate programs?

what are the requirements and costs involved?

Researches
debate
certification
programs
online

Seeks advice from experienced debates or mentors.

Attends
debate
workshops
or classes.

Excited about the prospect of improving debate skills

Determined to succeed in debates and obtain certificate.

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?



