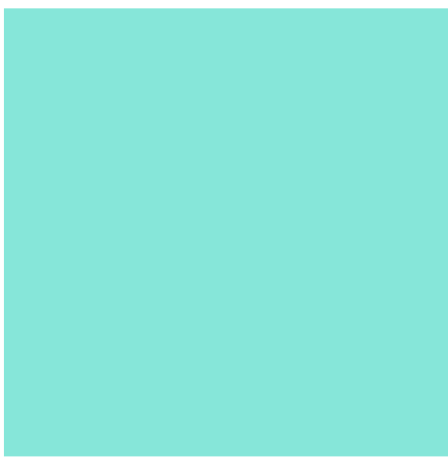
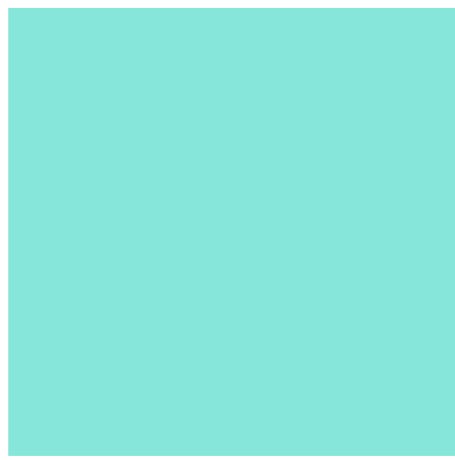




Says

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

"I need a reliable platform for online learning."



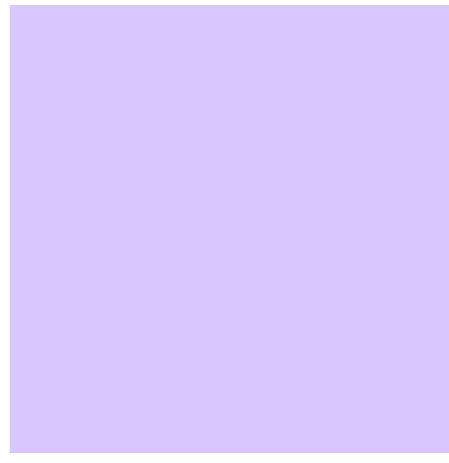
Thinks

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."



Persona's name
Short summary of the persona



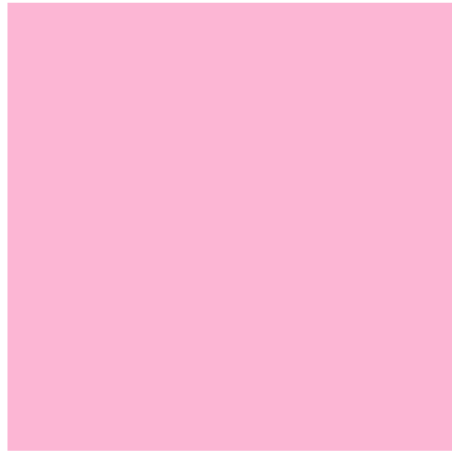
Searches for courses, watches video lectures, takes quizzes, and seeks help from



Frustration about exams. Confusing 1st year, and possibly some anxiety

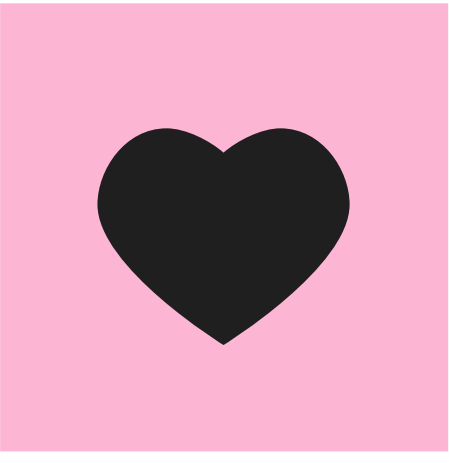
Clear course materials, easy navigation, responsive customer support, and

affordable pricing.



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?