

Persona Template

Parent's persona

Profile

Name	
Age	
Gender	
Location	
Profession	
Education level	
Income level	
English level	

Parents' goals for their children

English language	
Speaking	
Listening	
Vocabulary	
Reading	
Writing	
School performance	
Future development	

Notes:

- If you want to find out more about how Chinese families choose and evaluate online English teachers, join our workshop : <http://www.improveyourbookings.com/workshops>
- Got further questions? Please email admin@improveyourbookings.com

Persona Template

Student's persona

Profile

Name	
Age	
Gender	
Location	
School level	
Interests and passions	

Goals

English language			
Area	Current level	3-month goal	6-month goal
Speaking			
Listening			
Vocabulary			
Reading			
Writing			
School performance			
Area	Current level	3-month goal	6-month goal
Future development			

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Persona Template

Teacher's persona

Profile

Name	
Age	
Gender	
Location	
Family status	
Education background	
Professional background	
Hobbies and passions	

Qualification and experience teaching English

English language related	
Qualification	
Experience	
Others	
Teaching & caring related	
Teaching	
Coaching	
Mentoring	
Child-caring	

Alignment: areas teacher's skills overlap with student/parents' goals

Areas
1.
2.
3.

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