**User Persona Report**

**Introduction**

In user-centered system design, a *user persona* is a semi-fictional representation of an ideal user based on research, behavior patterns, goals, and pain points. This tool helps guide product development with empathy and clarity, ensuring that system features align with real-world user needs (Cooper et al., 2014).

The following personas represent the primary user segments of **Shule Finder**: parents/guardians, school administrators, and secondary users like education consultants or NGOs.

**Primary User Personas**

**1. Nancy Wanjiru – The Informed Parent**

* **Age:** 35
* **Occupation:** Mid-level HR Officer
* **Location:** Nairobi (Westlands)
* **Education Level:** Bachelor’s Degree
* **Income Level:** KES 80,000–120,000/month
* **Digital Literacy:** High (uses e-banking, social media, mobile apps)

**Goals:**

* To find a quality CBC school within her budget and commute radius.
* To compare curriculum, facilities, and extracurricular activities.
* To read verified reviews before selecting a school.

**Pain Points:**

* Difficulty verifying claims made by schools online.
* No centralized place to compare school fee structures or performance.
* Overwhelmed by biased Facebook parent group discussions.

**Behavior:**

* Uses mobile phone 90% of the time.
* Searches online first before physically visiting schools.
* Prefers schools that communicate clearly and are responsive online.

**2. Mwalimu Peter Otieno – The School Administrator**

* **Age:** 48
* **Occupation:** Principal, Mid-sized Private Secondary School
* **Location:** Kisumu County
* **Experience:** 20+ years in education sector
* **Tech Comfort Level:** Moderate

**Goals:**

* To increase the school’s visibility and digital presence.
* To manage inquiries digitally and reduce foot traffic during peak seasons.
* To track parent engagement and reviews.

**Pain Points:**

* Has limited budget for digital marketing.
* Relies on traditional word-of-mouth, which is slow and unreliable.
* Cannot easily update school info on existing directories.

**Behavior:**

* Uses email and WhatsApp frequently.
* Prefers platforms with simple dashboards and local support.
* Willing to pay for features that boost school enrollment.

**Secondary User Personas**

**3. Kevin Mutuku – The Education Consultant**

* **Age:** 30
* **Occupation:** Private Tutor and Education Consultant
* **Location:** Thika
* **Education:** Master’s in Education Planning
* **Digital Literacy:** Advanced

**Goals:**

* To recommend suitable schools to clients based on specific needs.
* To analyze school data (e.g., performance, facilities).
* To earn commission or referrals from partner institutions.

**Pain Points:**

* Finds school data scattered and outdated.
* Lacks access to verified parent feedback or performance metrics.
* Needs a mobile-friendly tool while meeting clients in the field.

**Behavior:**

* Uses data to inform client recommendations.
* Prefers structured filters for fast decision-making.
* Values credibility and accuracy of platform listings.

**4. Sarah Mugo – The NGO Program Officer**

* **Age:** 38
* **Occupation:** Works with an education-focused NGO
* **Location:** Nakuru
* **Role:** Monitors school accessibility for underprivileged children

**Goals:**

* To identify underserved schools with potential for partnership.
* To monitor trends in school enrollment and digital literacy.
* To publish accurate data reports for donors and stakeholders.

**Pain Points:**

* Public school data is limited and unstructured.
* Fieldwork is costly and time-consuming.
* Lacks a reliable digital database with comparative school info.

**Behavior:**

* Uses data analysis tools.
* Subscribes to platforms with downloadable datasets or analytics dashboards.
* Looks for multi-language and accessibility support.

**Persona Summary Table**

| **Persona Name** | **Role** | **Primary Goal** | **Platform Use Case** |
| --- | --- | --- | --- |
| Nancy Wanjiru | Parent | Find & compare schools | Mobile app for school discovery & reviews |
| Mwalimu Otieno | School Admin | Increase visibility, manage info | Web portal to manage listings and respond to reviews |
| Kevin Mutuku | Consultant | Match students to right schools | Structured filters, performance metrics |
| Sarah Mugo | NGO Program Officer | Identify education gaps and trends | Access to analytics, downloadable data |