

Sarah

- 12 years old female.
- Schoolgirl at school A.
- Middle-class background, financially stable.
- Enthusiastic, inquisitive and friendly.
- Likes to help her peers.
- Familiar with modern technology, has access to the internet at home AND outside through her device(s)
(phone, tablet, ...)

Qualities:

- Bright student, always stays on top of things.
- Pursues knowledge on her own during her free time. Enjoys doing research on the internet to supplement what she learns at school.
- Prefers learning about coding through an interactive platform rather than sitting in a classroom and reading books.

Potential customer

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- Initially found coding intimidating and felt out of place, learning a traditionally boy's subject.
 - Discovering Hack-Cess/ ^{through her own research} laid her doubts at rest and she now enjoys the subject.
 - ~~At~~ At first she downloaded the free version.