



# Ján Novák

“Least effort, great success.”

Age: 14 years

Part-time job: None

Marital status : Single

Country: Slovakia

Education: Middle school

## BIOGRAPHY

Ján, is a classic student who does not enjoy being in school. He needs to finish middle school and prepare for his final T-9 exam (monitor). He does not enjoy being in school, his only goal is to get it over with. His parents set him up with an ultimatum: If he won't pass his exams, they will cut his allowance. He realized that he needs to find a way to learn whole curriculum. And fast. He does not enjoy studying and hopes, that some magic mobile app will solve his problems quickly and painlessly.

## MOTIVATIONS

- Pass final exam to keep his allowance and ease situation at home
- Not get kicked out of school
- Not get too geeky - look cool in front of his peers

## PERSONALITY

Conscientiousness



Extraversion



Attention span



Studiousness



## TASTES AND HOBBIES



SCROLLING



SKATEBOARDING



MUSIC

## GOALS

- Learn as quickly as possible
- Learn in a modern way
- Make new connections

## IDEAL EXPERIENCE

- Have a quick and easy experience completing quizzes to study
- Being able to share results with friends
- Having a way to study that does not require lot of effort

## FRUSTRATIONS

- Not knowing which quiz is worth taking
- Not getting an explanation for his wrong answers
- Not knowing how his friends did

## SKILLS

Creativity



Use of social networks



Mobile devices proficiency

