

2. Persona Ján

Ján, a middle school student with a short attention span who struggles to stay motivated when studying materials.

It's late evening. He is at home after a long day of classes and his Math exam is tomorrow. He's tired, distracted, and overwhelmed by the amount of material he hasn't yet reviewed. Tomorrow's Math test is going to consist of 20 questions that Jan has to know the answers to. He needs to self-test himself one question after another and he needs to find a quick, effective way to study ideally using only his phone, so he can study everywhere.

Path (High-Level):

1. Ján unlocks his phone and opens the quiz app.
2. He selects the topic he needs for tomorrow's exam.
3. The app presents short, engaging quizzes he can do in minutes.
4. He answers questions, sees instant feedback, and feels progress.

Points of Friction (Before):

- Studying meant long boring sessions that didn't hold his focus.
- No easy way to review key material without his computer.
- He felt anxious and unprepared for the exams - which also frustrated his parents.

Design Outcome (After):

Now Ján can open the app anytime - while commuting, waiting for a friend, or before bed - and complete a few quick quizzes. It's fun, fast, and helps him retain information. He feels confident before the exam and less stressed, finally seeing improvement without needing to force himself to study the "old" way.