


Example:

 <p>Mark 40 year old Office Worker</p>	<ul style="list-style-type: none">• Married• Has 2 children• Focused on his children, their well-being and their school learning• Has disposable income
<ul style="list-style-type: none">• Needs to understand what his children do at school• Needs to be able to see his children's progress at school• Wants to help his children learn• Pain point: he does not have enough access to his children's teachers• Pain point: The technology used at school is quite dated.	<ul style="list-style-type: none">• Intuitive learning platform i.e. Learning Management System (LMS) (accessible via mobile devices)• Facilitate communication (parent-teacher)• Facilitate student assessment/progress