

Persona 1: Student (Sofia)

Name: Sofia

Age: 19

Gender: Female

Occupation: University Student

Marital Status: Single

Location: Boston, MA

Other Traits: Tech-savvy, multitasker, prefers flexibility in learning tools.

Context and Obstacles Faced:

- Balancing multiple classes, assignments, and extracurricular activities.
- Wants fast access to course materials and clear deadlines to manage time effectively.

How will she interact with your product/service?:

- Will access the platform daily to check assignments, course updates, and grades.
- Uses both mobile and desktop for convenience between classes.

Questions she will ask:

- "Can I get notifications for deadlines and assignments?"
- "Is it easy to communicate with my lecturer?"

Influences:

- Peer recommendations, campus tech events, and social media.

Situation: Goals, Motivations, Keywords:

- **Goals:** Graduate with high grades, manage time efficiently, and stay on top of tasks.
- **Motivations:** Academic success, personal growth.
- **Keywords:** Organized, mobile-friendly, easy-to-use, notifications.

Story:

Sofia is a third-year student who needs a platform to juggle her classes and extracurricular activities. She often works on assignments during her commute and requires tools that support a fast, mobile experience.

Persona 2: Lecturer (Dr. James)

Name: Dr. James

Age: 45

Gender: Male

Occupation: University Lecturer in History

Marital Status: Married

Location: London, UK

Other Traits: Traditional yet adaptable to new technologies, values efficiency and structure.

Context and Obstacles Faced:

- Teaches multiple classes and needs a platform that organizes materials, manages assignments, and tracks student progress.
- Struggles with students not being engaged with outdated systems.

How will he interact with your product/service?:

- Primarily uses the system to upload course materials, assign work, and track submissions.
- Occasionally communicates with students via announcements and messages.

Questions he will ask:

- "How easy is it to post lecture materials and assignments?"
- "Can I easily track and grade student progress?"

Influences:

- Institutional mandates, peer faculty recommendations, ease of integration into his teaching routine.

Situation: Goals, Motivations, Keywords:

- **Goals:** Teach effectively, engage students, track progress easily.
- **Motivations:** Saving time on administrative tasks, improving student learning outcomes.
- **Keywords:** Structured, reliable, grade tracking, integration.

Story:

Dr. James wants to focus on his lectures and student engagement rather than spending time struggling with an inefficient system. He looks for a solution that makes his job easier, while also providing detailed student analytics.

Persona 3: Administrator (Sarah)

Name: Sarah

Age: 38

Gender: Female

Occupation: School Administrator

Marital Status: Married

Location: Sydney, Australia

Other Traits: Detail-oriented, highly organized, responsible for managing both staff and students.

Context and Obstacles Faced:

- Manages the school's daily operations, ensuring the platform runs smoothly for both teachers and students.
- Faces challenges with data reporting, enrollment tracking, and keeping track of school-wide events.

How will she interact with your product/service?:

- Uses the platform for administrative tasks, such as generating reports, tracking student performance, and coordinating schedules.
- Needs advanced access controls and reporting features.

Questions she will ask:

- "Can I easily generate reports on student attendance and performance?"
- "Does the system allow for customization of roles and permissions?"

Influences:

- Institutional requirements, feedback from faculty, and administrative team collaboration.

Situation: Goals, Motivations, Keywords:

- **Goals:** Efficiently manage school operations, ensure smooth communication and data flow between departments.
- **Motivations:** Maintaining order, simplifying tasks for staff and faculty, ensuring compliance with regulations.
- **Keywords:** Reporting, data security, customizable permissions, user management.

Story:

Sarah needs a system that allows her to run operations smoothly, whether it's scheduling classes, managing faculty, or handling student data. She is always looking for ways to streamline administrative tasks so she can focus on improving the school's overall efficiency.

Persona 4: Parent (Michael)

Name: Michael

Age: 40

Gender: Male

Occupation: Marketing Manager

Marital Status: Married with two children

Location: Dallas, TX

Other Traits: Involved parent, prioritizes children's education, values clear communication from teachers.

Context and Obstacles Faced:

- Wants to stay informed about his children's academic performance and school events.
- Has limited time to navigate complicated systems but needs immediate access to updates about his children's schoolwork.

How will he interact with your product/service?:

- Logs in to check grades, assignments, and school announcements.
- Prefers getting notifications about upcoming events or parent-teacher meetings.

Questions he will ask:

- "How can I quickly see my child's performance and progress?"
- "Can I receive notifications about important updates?"

Influences:

- Recommendations from other parents, school newsletters, or teacher suggestions.

Situation: Goals, Motivations, Keywords:

- **Goals:** Monitor children's academic progress, stay engaged with school activities.
- **Motivations:** Supporting his children's education, being proactive in their academic journey.
- **Keywords:** Communication, real-time updates, easy access, transparency.

Story:

Michael juggles work and parenting but prioritizes his children's education. He needs a user-friendly system that gives him a clear snapshot of their progress and upcoming school activities without requiring much time or effort to learn.