

Christian



Bio

Christian is a talkative young man who is well liked at his elementary school. He missed the face-to-face interaction with his peers during the pandemic and liked returning to school so he could be around his friends. He doesn't enjoy learning at school unless it's a subject that interests him, such as Science.

He spends much of his free time playing Roblox and Minecraft on his iPad and excels at anything where he can flex his creative muscles. He likes racing his R/C car but doesn't want to tinker with it when it gets damaged.

Simple Task: Logging in with username and password

Complex Task: Playing the 3's in practice mode

Goal: Complete the 'Challenge' in under 3 min. with 90% accuracy

Frustration: When playing the game in Evaluation mode, he gets text-taking anxiety

Age	9
Occupation	Student
Place	UCP Elementary School
Salary	\$5/week when chores are done

Motivation	Passing 4th grade and being promoted to 5th grade
Incentive	Receiving a certificate he can hang on the refrigerator
Fear	Not being able to complete a times-test
Preferred Channels	Pinterest, Minecraft

Beth



Bio

Beth is a single mom with 1 child in elementary school (in the 3rd grade). She works for Pottery Barn as a Marketing Associate where she spends much of her workday responding to Twitter feed call-outs and creating the next big Facebook-only Sale Announcement.

She gets home with just enough time to relieve the after-school sitter and make a quick family dinner. After getting her child prepared for the following day, Beth spends her evening researching any new trends in the industry.

Simple Task: Logging in and viewing her child's history/progress

Complex Task: Sharing her child's progress with the teacher via email.

Goal: To see her son progressing with his multiplication facts

Frustration: Sharing progress is nice but it's another task for her to do. Can there be some way to automate this?

Age	38
Occupation	Marketing Associate
Place	Pottery Barn
Salary	\$64k/year plus bonus

Motivation	Another passed grade is another parental success
Incentive	Child will eventually move on to Middle School
Fear	Child being kept behind a grade or two and looking like a bad mom.
Preferred Channels	Facebook, Instagram, Twitter