

# GoQualify – Ideal Customer Personas

## 1. The Student Striver

### **Profile:**

- Age: 17–24
- College or high school student
- Uses YouTube for JEE, NEET, UPSC, or college course prep
- Has low trust in random YouTube videos
- Wants structure, quizzes, and a way to prove learning

### **Goals:**

- Retain what they watch
- Prepare for exams actively
- Show completion to peers or tutors

### **Pain Points:**

- Gets distracted while watching
- No progress tracking or structure
- Can't remember key concepts

## **Why GoQualify works:**

Adds structure, tests understanding, gamifies the experience, and gives verifiable proof.

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## **2. The Skill-Up Professional**

### **Profile:**

- Age: 25–35
- Learning tech, finance, design, or marketing on YouTube
- Balances learning with work
- Doesn't want a full course — just targeted videos with validation

### **Goals:**

- Learn efficiently
- Track what they've learned
- Add certificates to LinkedIn/resume

### **Pain Points:**

- No proof of learning
- Loses motivation alone
- Too many open tabs, no sense of progress

## **Why GoQualify works:**

Provides analytics, peer learning, and blockchain-backed certificates to show real effort.

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## **3. The Content Curator Teacher**

### **Profile:**

- Age: 28–45
- Teachers/trainers who assign YouTube videos to students
- Wants to know who watched, what they learned, and how much they retained

### **Goals:**

- Curate better content
- Track student engagement
- Add accountability to homework

### **Pain Points:**

- No way to test students' retention on YouTube
- Can't track student progress
- Needs engagement insights

**Why GoQualify works:**

Adds quiz, tracking, and certification to YouTube videos. Turns passive video watching into an active classroom tool.