

USER PERSONA 2



Alfjr Academy

The Conscious Muslim Parents

Demographics



Name	Ahmed	Aml
Age	45 years old	40 years old
Location	America	America
Occupation	Doctor	restaurant chef
Martial statue	has teenagers of (12:17) years old	has teenagers of (12:17) years old
Income Range	Middle Income	Middle Income

Pain point	The impact of foreign thinking on Muslim teenagrs
Needs	<ul style="list-style-type: none"> • A reliable educational source that explains the ethics of religious education in a style suitable for teenagers living in a foreign environment
Challenges	<ul style="list-style-type: none"> • Work pressure and inability to follow up on children • Difficulty in persuading teenagers to attend classes • Lack of reliable educational places
Objectives	<ul style="list-style-type: none"> • Strengthening Islamic values in children • Maintaining children's cultural identity in a foreign community
Interests	<ul style="list-style-type: none"> • Family gathering • Reading • Sports
Digital Behavior	<ul style="list-style-type: none"> • Newsletters of Islamic websites • Various social media platforms, especially Arab groups