

# USER PERSONA 1



Alfjr Academy

# The Conscious Muslim Parent

## Demographics



Name	Youssef	Fatma
Age	40 years old	30 years old
Location	UK	UK
Occupation	IT Engineer	professor
marital status	has kids of 4:11 years old	has kids of 4:11 years old
Income Range	Middle to high Income	Middle to high Income

Pain point	Children and Islamic identity
Needs	<ul style="list-style-type: none"> <li>• Balance between religious and school education</li> <li>• Teaching their kids the Holy Quran</li> <li>• Learning Arabic to understand religion</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>• Find useful religious resources</li> <li>• Interactive lessons that encourage Kids to learn</li> </ul>
Challenges	<ul style="list-style-type: none"> <li>• Lack of religious educational institutions</li> <li>• Work pressure and inability to follow up on Kids</li> <li>• High cost of reliable educational lessons</li> </ul>
Interests	<ul style="list-style-type: none"> <li>• Attend educational or religious events</li> <li>• Following Arabic food</li> <li>• Buying educational books online</li> <li>• Sports</li> </ul>
Digital Behavior	<ul style="list-style-type: none"> <li>• Newsletters of Islamic websites</li> <li>• Various social media platforms, especially Arab groups</li> </ul>