

WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

Struggling

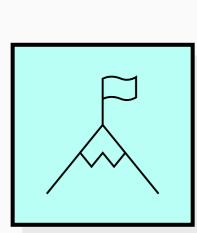
Students using Edu Tutor AI for learning

GOAL

They need to follow a consistent study routine, complete practice tasks.

What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?





with tough subjects or low scores

What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

> From Teachers: Use EduTutor Al for preparation before class.

From Friends: This Al tutor really helps me catch up.

> From Influencers: Adaptive AI can revolutionize individual learning.

support.

PAINS

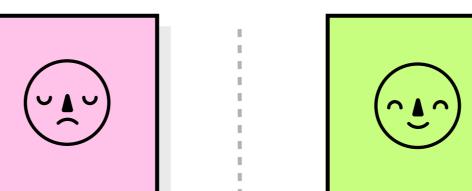
What are their fears, frustrations, and anxieties?

Fear of Failing

Frustrated

with hard

topics



What do they THINK and FEEL?

GAINS

What are their wants, needs, hopes, and dreams?

Clear Explanations Personalized help

Better scores Learn with confidence

Too much to Study Time Pressure

What other thoughts and feelings might influence their behavior?

They might feel Pressure to meet expectations, compare themselves with

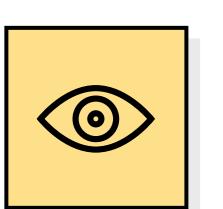
At the same time they may feel hopeful when they see progress

quizzes

Sucess shows in improved scores and better understanding

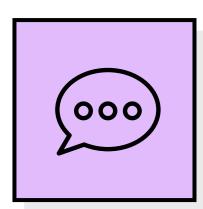
Environment -Classroom, group study shows others using it.

Interface -Dashboard with suggested modules, progress and charts.



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

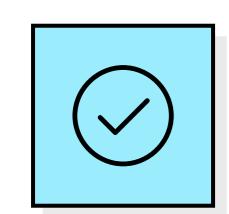


What do they SAY?

What have we heard them say? What can we magine them saying?

> I want a custom study plan.

> > This Al explains better than school



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

They use Edu Tutor Al daily

Follow Al study plans. Review weak topics using