



PREPMATE USER PERSONAS



Elif is a 17-year-old high school student, preparing for the university entrance exam (YKS-DİL). Achieving a good English score in the university exam, solidifying her fundamental English knowledge, and developing strategies suitable for the exam format are important for Elif. She is looking for methods that make studying enjoyable and understandable, and she wants to avoid rote memorization. Elif uses PrepMate to address her vocabulary and grammar deficiencies for the YKS-DİL exam and to improve her multiple-choice question-solving skills. She prefers interactive practice over tedious memorization. PrepMate helps her close her gaps with exam-appropriate practice questions and keeps her motivated through gamified learning. She finds clear grammar explanations and vocabulary learning techniques and can progress at her own pace.



Zeynep is a 19-year-old university student. She needs to improve her English skills to succeed in her Scientific English course. She may struggle with understanding course materials and interpreting academic texts. She desires a more interactive and motivating approach to her English learning process.

PrepMate helps Zeynep improve her success in her Scientific English course, learn new words, and reinforce sentence structures. She particularly benefits from practicing with tasks like sentence translation and word explanation through the chatbot. Thanks to PrepMate, Zeynep makes studying English enjoyable, moving away from boring grammar books. She stays motivated by earning new stars with every correct answer and can track her personal progress on a visual map. While reinforcing her knowledge with mini-games and tests, PrepMate supports her like a personal assistant.



Ayşe is a 23-year-old recent graduate or job seeker, open to international job/education opportunities. She knows she needs to achieve a high score on an internationally recognized English proficiency exam like IELTS or TOEFL to reach her goals. She is looking for comprehensive practice for all sections of the exam (Reading, Writing, Listening, Speaking).

PrepMate becomes an indispensable aid for Ayşe. The application's provision of practice exams specific to international exam formats and the opportunity to practice reading and summarizing academic articles are its most beneficial features. Especially with AI support, she receives personalized feedback for her writing and speaking skills, which helps her quickly address her deficiencies. PrepMate serves as a reliable study companion that reduces exam stress and boosts her motivation, enabling Ayşe to reinforce her academic vocabulary and grammar knowledge specifically for the exam.



Eylül is a 26-year-old academician at Ege University. She is preparing for the YDS exam to advance in her career. Improving her academic English proficiency and achieving a high score on the exam are critically important to her. Due to her demanding academic schedule, she may find it difficult to stay motivated for studying.

Eylül uses PrepMate to prepare for the YDS exam, specifically to learn academic vocabulary and sentence structures, and to improve her problem-solving skills. She seeks a personalized study experience through the application's AI-powered features. Thanks to PrepMate, Eylül finds a personalized study companion that reduces exam stress. She can generate practice exams in YDS format and benefit from features like academic paragraph simplification. With enjoyable practice methods, she maintains her motivation, progressing towards her exam goals.



Hüseyin is a 36-year-old tourist guide. He wants to continue his professional development and further improve his English skills. He is open to self-improvement but is looking for methods that will make the learning process more interactive and enjoyable.

Hüseyin uses PrepMate to increase his English vocabulary, develop sentence construction skills, and reinforce his overall English proficiency. The application's personalized and fun learning approach appeals to him. Thanks to PrepMate, Hüseyin escapes boring textbooks and makes English practice enjoyable. He can progress at his own pace, inquire about synonyms of words, or learn the meanings of sentences. With the application's visualized achievements and mini-games, he continuously maintains his motivation and continues to develop himself.



Mehmet is a 55-year-old retired individual, whose eagerness to learn has never faded. He wants to learn English as a hobby and wishes to communicate more comfortably during his planned international travels in the near future. He is tired of traditional, boring textbooks and grammar rules, seeking a more enjoyable and practical method.

For him, gaining basic English speaking and understanding skills for daily life (shopping, hotels, restaurants) is sufficient.

PrepMate is exactly the application Mehmet is looking for. He can learn English at his own pace, without feeling any pressure. The application's mini-games and visual progress tracking keep his motivation consistently high. He can engage in simple dialogues with AI to reduce his hesitation in speaking and focus on practical sentences and vocabulary useful in daily life. PrepMate is a flexible and enjoyable companion that turns English learning into a pleasant hobby for Mehmet.