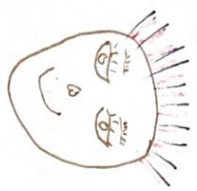


Name: Sam

Age: 5

Works at: pre-school

Picture



Role & Responsibility

Reports to, responsible for
Parents & is responsible
for learning.

Media & Device preference:

Where they get information
from & what kind of phone
(device) they have access to

Tablet
Cell phone
Television

Persona Goals:

Concrete objectives

needs to know about
fruits so he can write
a test at school about
fruits.

Pains:

Frustrations, concerns, barriers
& challenges

Can't really read or write
properly and prefers
visual learning.

Personal Bio

What aspects of their life, lifestyle or role brings them to use this site / app?

Sam is in preschool & has a test coming up
where he needs to know different kinds of
fruit & information about them. He wants to do
well so he can get a reward from his
parents.
his parents are also very busy and don't have
time to sit down with him.