**PERSONAS (DIGITAL LEARNING)**

**IMAGINARY**



**BIOGRAPHY**

This is Ali .he is 10 years old. He lives in interior Sindh. He realizes how to utilize mobile phone. He doesn't have the foggiest idea how to talk or read and write Urdu. He faces a few challenges in speaking with others

**REQUIREMENTS:**

He needs to think about the Urdu language which can assist him with conveying without any problem

**GOAL:**

He will likely achieve his fantasy to concentrate regardless of whether he don't go to any school and to communicate in Urdu fluidly in Pakistan with the goal that he won't be think about outsider.

**PROBLEM:**

Issue is that he don't have the foggiest idea how to utilize that application since he isn't comfortable to such interface. So he need something that explore itself how to utilize it .so he won't get confounded while utilizing it.

**DESIGN:**

First he should think about Urdu letters in order .He should realize how to keep in touch with them. He should think about the way to express these letter sets .Then a test will be made at various steps which tells about his advancement for his further instructing.

**IMPROVMENT:**

Improvement can be done by using friendly environmental interface and some few instruction guideline so that the newbie don't get confused.

**FEEDBACK**

In few months Ali has the ability to understand Urdu and he can even write and read Urdu he is very happy as his goal of learning Urdu is achieved successfully now he not only use this application for himself but also tell his friends about this app who are facing same difficulties

In scarcely any months Ali can get Urdu and he can even read and write Urdu he is glad as his objective of learning Urdu is accomplished effectively now he utilize this application for himself as well as tell his friends regarding this application who are confronting same challenges

**GROUP PARTNER PERSONA**

**BIOGRAPHY:**

This is Ilsa she is 20 years old. She lives in Karachi. She has a Boutique store although she is good in communication .But he doesn’t about the reading and writing, so due to this reason he has faced many losses

**REQUIREMENTS:**

She wants to know about the basics of reading and writing.

**GOAL:**

Her goal is to understand language learning because of her business requirements. So that she won’t make fool of herself in front of her clients.

**PROBLEM:**

Her problem is that she does not know any language other than Urdu so she required interface in Urdu language and to understand the interface. Pop up must be there to guide her.

**DESIGN:**

First she should know about the aliphatic sequence. She should know how boutique article name read and write. She should know about the standard of outlet. Then a quiz will be taken at different steps which tells about her progress for her further teaching.

**IMPROVMENT:**

One thing she want is that there must be a step to step listen progress check so that she can know how she is performing in the class.

**FEEDBACK:**

In few months Ilsa has improvement in her reading or writing skills and now her shop is in profits she is very happy by her progress she also recommended this app to her fellows so they can improve their skills too.



**BIOGRAPHY:**

This is Zahra. She is 15 years old. She resides in Swat, Khyber Pakhtunkhwa. Her family recently moved to Karachi .She got enrollment in an English medium high. She understands how to speak Urdu. She doesn't learn how to speak, interpret and write English. She experiences several problems in hearing her lectures. Though she is a good student and a fast learner.

**REQUIREMENTS:**

She needs to learn about the English language which can support her under lectures quickly.

**GOAL:**

Her ambition is to talk English and make a reputation for herself in her village. she like to read books that are written in English.

**PROBLEM:**

Her problem is that she can't understand the platform because its in english. and it will be good for her if the device would change the language for her.

**DESIGN:**

First she will learn about English alphabets. She would learn how to compose them. she should know about the pronunciation of these alphabets. She should learn about the English grammar. Then a quiz will be taken at different steps which tells about his progress for teaching more teaching

**IMPROVNMENT:**

If there was a simple pop up in that start that would ask the user to change its language into language in which user want to use in it.

**FEEDBACK:**

In few months Zehra has the ability to understand English and she can also write and read English .she is really pleased as her aim of learning English is accomplished successfully now she not only using this application for herself but also inform her friends about this app who are facing same difficulties

**GROUP PARTNER PERSONA**

**BIOGRAPHY:**

His name is Muhammad Ahmed. He is 23 years old. He lives in a standard society in which people have life discipline. He enrolled in university. He understand how to read and write English but he doesn’t know well that how to speak or how to talk in English like frequently. He faces so many problems in his life style.

**REQUIREMENTS:**

He needs to learn about the English grammar which can support him for learning proper English language.

**GOAL:**

His goal is to understand English language because this is very important requirement for to maintain his life style, for job interviews and also for communicate with people. So that he won’t get nervous in front of everyone.

**PROBLEM:**

Her issue is that he doesn’t well in speaking English so he required platform which teach about how speak English and to understand that platform easily.

**DESIGN:**

He should know about the reading and writing which supports him to learn English. First of all, he know about the grammar and then start from short sentences then move towards the upper level according to his level and also give quizzes of different levels to check itself.

**IMPROVMENT:**

He wants that there must be a presentation type activity which activity helps him to speak more frequently.

**FEEDBACK:**

In a short period of time he able to understand how to speak English. He is really pleased as her aim of learning English is accomplished successfully. Now he is fine in English speaking and easily communicate with others. Also this is very helpful for job interviews. Now he easily explain his point and deliver his idea in English.



**BIOGRAPHY:**

This is rukhsar she is 9 years old. She lives in small village .Her family recently more to Karachi .She got admission in an English medium school. She knows how to speak Urdu. She doesn’t know how to speak or read and write English. Although she is a bright student and a quick learner.

**REQUIREMENTS:**

She wants to know about the English language.

**GOAL:**

Her goal is to speak and understand English and to forfeit in her schools won't get embarrassed in front of her friends.

**PROBLEM:**

Her problem is that she does not understand English very well so she may not understand the language used in the interface. There must be a guide for her to tell what she need to do so she can understand how the app works.

**DESIGN:**

First she should know about English alphabets .she should know how to write them. She should know about the pronunciation of these alphabets. Then a quiz will be taken at different steps which tells about his progress for teaching further teaching.

**IMPROVMENT:**

She wants that if there by chance any leveled quiz and assignment must be conducted so that she will learn how good she is understanding things.

**FEEDBACK:**

In few months Rukhsar has the ability to understand English and she can even write and read English she is very happy as her goal of learning English is achieved successfully now she not only use this application for herself but also tell her friends about this app who are facing same difficulties.