"I just want everything in one organized system."

AGE 21

Role Third-Year Student

MAJOR Computer Engineering

PASSIONATE	EMPATHETIC
CURIOUS	ADVENTUROUS
Friendly	Hardworking
Confident	Responsible

Sara Ahmed

ABOUT

Sara is a hardworking university student who manages multiple courses each semester. She relies heavily on her phone to check announcements, communicate with classmates, and access academic materials. She prefers fast and simple digital solutions that save her time.

She balances studying, projects, and sometimes extracurricular activities, so organization is very important to her.

GOALS

- View grades quickly
- Access assignments easily
- Avoid missing deadlinesengineers
- Track academic progress

FRUSTRATIONS

- Deadlines are unclear
- Uses multiple platforms (WhatsApp, Email)
- No centralized system
- Worries about missing updates

NEEDS

- Simple dashboard
- Notifications
- Clear grade tracking
- Mobile-friendly system

PERSONALITY

Focused	Distracted
Curious	Passive
Independent	Collaborative
Structured	Flexible
Proactive	Reactive