



USER PERSONA

Dr. Mohamed Ali

“I need a system that saves time and keeps everything organized”

ABOUT

Dr. Mohamed is a university lecturer responsible for managing courses, assignments, and student grades. He prefers organized digital tools that reduce manual work and save time.

AGE	42
ROLE	University Professor
MAJOR	Computer Engineering

NEEDS

- Simple upload system
- Secure grade submission
- Fast and reliable platform
- Clear student performance overview

FRUSTRATIONS

- Manual grade entry takes time
- Paper-based reports
- Repeated administrative tasks
- Concern about data errors

GOALS

- Upload lectures and materials easily
- Submit grades digitally
- Track student performance
- Reduce paperwork

PERSONALITY

PASSIONATE

MOTIVATIONAL

GIVING

LOVING

OPTIMISTIC

Supportive

Experienced

Helpful

Organized

Good communicator