



#### 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