

# User Personas

ABC RoboKits





**Lisa Martinez | K-12 Education  
Technology Coordinator**

## Demographics

- Age: 42
- Education: M.Ed in Educational Technology
- Location: Suburban school district, 28 schools
- Experience: 8 years as Ed Tech Coordinator, 10 years teaching Computer Science

Tech Savvy  
High

## Bio

Former CS teacher turned district tech coordinator, Lisa bridges curriculum requirements with innovative technology solutions across 28 schools. She's passionate about creating equitable STEM access while navigating budget constraints.

## Goals & Motivations

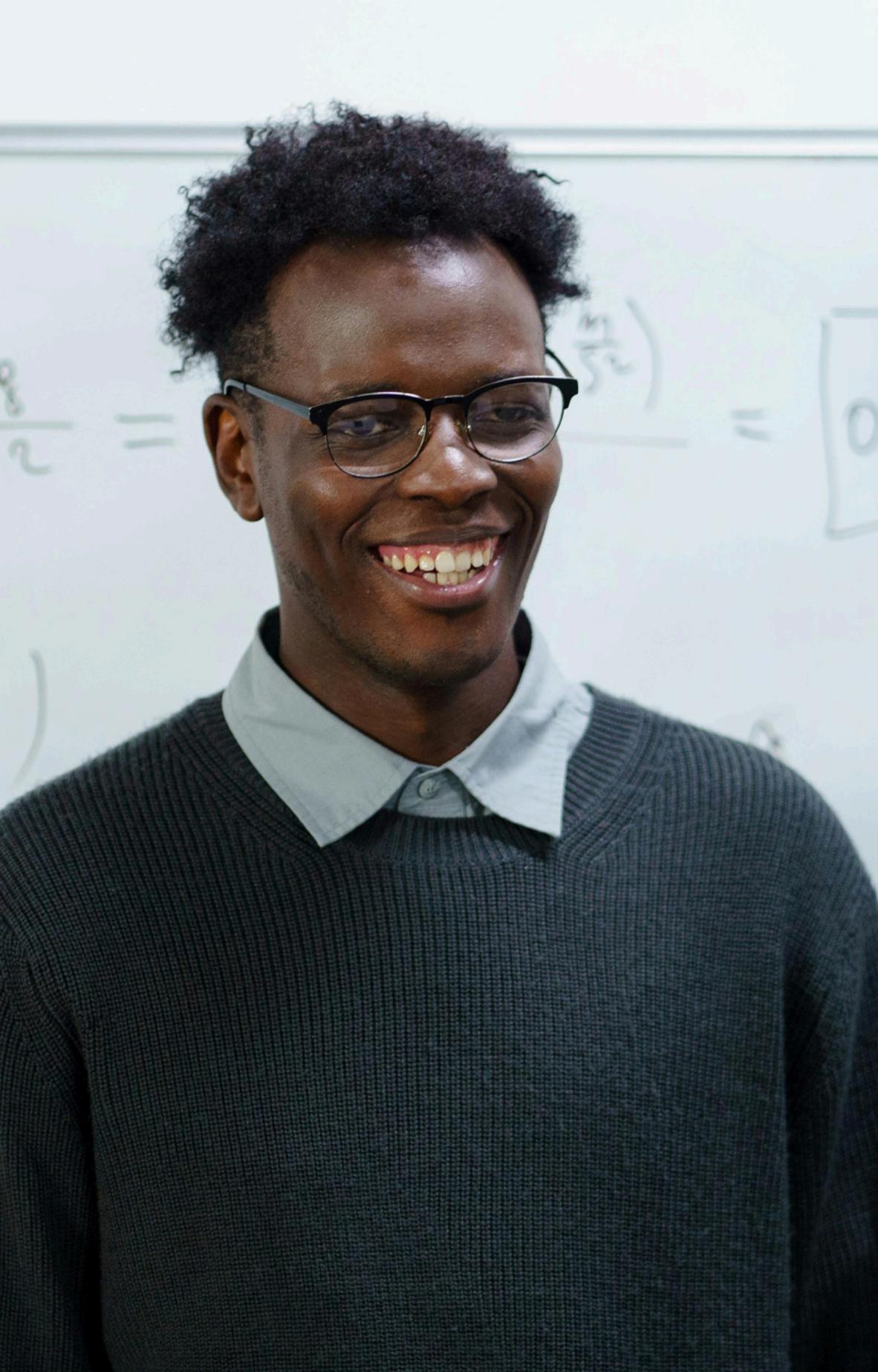
- Create project-based learning opportunities
- Prepare students for advanced coursework
- Foster critical thinking skills

## Pain Points

- Educational priorities w/ limited resources
- Pressure to improve standardized test scores
- Need for solutions that scale across skill levels

## Decision Factors

- Alignment with curriculum standards
- Total cost of ownership
- Scalability across different grade levels
- Technical support responsiveness
- Evidence of learning outcomes from similar districts



**Marcus Johnson | High School  
Robotics Teacher**

## Demographics

- Age: 38
- Education: B.S. in Mechanical Engineering, Teaching Certification
- Location: Urban public high school, 1,500 students
- Experience: 7 years teaching STEM, former manufacturing engineer

Tech Savvy  
**Very High**

## Bio

Bio: A mechanical engineer who transitioned to teaching, Marcus brings real-world industry experience to his classroom. He leads competition teams that have reached state finals while working to attract more diverse students to his program.

## Goals & Motivations

- Create hands-on learning experiences
- Prepare students for robotics competitions
- Connect learning to real-world engineering
- Develop students' teamwork/problem-solving skills

## Pain Points

- Limited classroom time
- Wide range of student ability levels
- Need for curriculum that accommodates both novice and advanced students

## Decision Factors

- Durability and reusability of components
- Flexibility to create custom projects
- Quality of learning materials and project guides
- Ability to accommodate differentiated instruction
- Connection to industry-relevant skills



**Jennifer Patel | Parent of Tech-Interested Student**

## Demographics

- Age: 42
- Education: MBA, Marketing Executive
- Location: Suburban community
- Family: Two children (13 and 10)
- Household Income: \$135,000

## Bio

Bio: Marketing executive and mother of two tech-enthusiastic children who serves on her school's technology committee. Despite lacking technical background, she's become an influential parent advocate for expanded STEM education in her children's school.

## Goals & Motivations

- Provide enrichment opportunities
- Support her children's natural interest in technology and engineering
- Invest in educational experiences that provide competitive advantages for college

## Pain Points

- Concern about inadequate school curriculum
- Difficulty finding programs that grow with her children's advancing skills
- Cost of private enrichment programs

## Decision Factors

- Evidence of skill development and educational outcomes
- Balance of engagement and educational value
- Quality of materials and durability of equipment
- Community and peer learning opportunities
- Long-term value and skill progression path



## Demographics

- Age: 54
- Education: Ph.D. in Electrical Engineering
- Location: Mid-sized public university, 15,000 students
- Experience: 20+ years in academia, 7 as department chair

## Bio

Engineering professor with twenty years in academia specializing in robotics systems. As department chair, she's driven curriculum modernization that increased enrollment by 22% while securing industry partnerships and research funding.

## Goals & Motivations

- Modernize engineering curriculum
- Bridge education with practical applications
- Prepare students for industry workforce needs
- Attract diverse student populations
- Secure external funding

## Pain Points

- Decreasing enrollment
- Gap between academic and industry practice
- Limited space/resources for hands-on learning
- Need for solutions that work within existing course structures

## Decision Factors

- Alignment with ABET accreditation requirements
- Open architecture that enables advanced applications
- Research potential alongside educational applications
- Long-term partnership potential with vendor