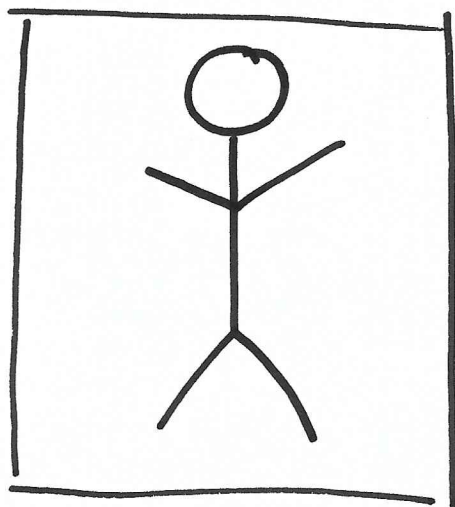


# [PERSONA:]



- o children
- o ~ 12 years old
- o middle school

## Their role models:

- scientists
- artists
- singers
- actors
- youtubers ...

## Their attitude to smartphones:

- used for entertainment, creativity
- time limit
- addiction awareness

## Their attitude to learning:

- learning by doing
- innovative ways of learning
- self-teaching