

## Zeynep Fatih

Age - 27  
Location - Turkey

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Manager

### About Zeynep Fatih

Zeynep is working as a Manager in an Organisation. She has a kid of 4 years called Sellim

Sellim is an active kid. As Zeynep is occupied with her work, she wants an online learning app for her kid. Wherein, her kid can find education with some creative activities while keeping the kid occupied and entertained

#### Goals

To find a free online learning app for her kid while entertaining him

#### Motivation

Giving her kid good education with some good activities




#### Frustrations

- Finding free online apps for kids
- Educating kids with entertainment
- Learning while playing

#### Personality

- Ambitious
- Creative
- Needs feedback

## Journey Map of Parent

<div>Zeynep Fatih</div> <div>Manager</div>  <div> <b>Demographics</b>            Name : Zeynep Fatih            Kids age : 4 yrs            Occupation : Manager            Country : Turkey         </div>	Stages	Stage 1 	Stage 2 	Stage 3 	Stage 4 	Stage 5 
	User Goals	Searching for online free learning apps for kids	Finding entertaining learning	Making kids occupied with some activities or test	Publishing their achievements	Kids encouraged to learn more
	Pain points	Hard to find free learning apps for kids	Finding attractive and entertaining learning	Rare to find activities on the online apps for kids	Inspiring kids with their achievements	Motivating kids to learn other topics
	Touch points	Online free learning app	Kids have some videos, games which make them to learn innovatively	Testing kids knowlegde through asking or through activities instead of writing	Publishing kids achievements on the home page with their photo	Kids are cheered or inspired to learn more