

Student Ali

age: 5

residence: Islamabad, Pakistan.

education: 4th Class

occupation: Student

marital status: Single

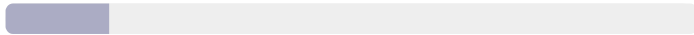


I want to learn and enjoy as well

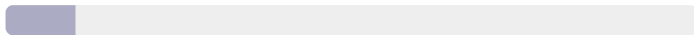
Ali is a student. He spend most of his day playing, watching cartoons and other videos on YouTube. He also study and take his classes online.

Comfort With Technology

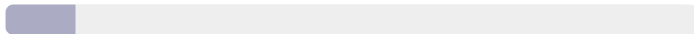
INTERNET



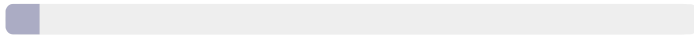
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Application which conveys information through animated and cartoonish features.
- Application must have limited textual information.
- Application that is simple and easy to use.

Values

- Entertainment and fun
- Reward
- Less complexity

Criteria For Success:

To get credit from people on every little good things that he do.

Wants

- Application that does not take long to start
- Application that does not frustrates them
- Application which has no long process to register

Fears

- Application causing them to waste extra time and gets less time for other activities
- Do not know how to use Application