



Name: Ananya Verma

Age: 20

Role: College Student

Domain: EdTech User

About

Ananya is a college student who uses EdTech platforms to learn academic subjects and build new skills. She starts online courses with high motivation but finds it difficult to stay consistent throughout the course duration.

Goals

- Complete online courses successfully
- Stay motivated until course completion
- Improve academic performance and skills

Needs

- Consistency in daily learning
- Continuous motivation
- Clear progress visibility

Pain Points

- Motivation drops after a few days
- Long course duration feels overwhelming
- Lack of engagement leads to course drop-off

Behaviour

- Enrolls in courses with enthusiasm
- Actively participates in initial lessons
- Gradually reduces engagement

Frame

Says

- "I'll continue this course later."
- "I feel lazy after a few days."
- "I don't feel motivated today."

Frame

Thinks

- "This course is taking too long."
- "Am I really learning anything?"
- "I'll finish it before exams."

EDtech

Frame

Does

- Enrolls in online courses
- Actively watches initial lessons
- Skips classes after a few days

Frame

Feels

- Excited at the beginning
- Bored and distracted later
- Guilty for not completing courses

Point of View Statement

A college student needs a way to stay consistent and motivated throughout an online EdTech course because losing motivation midway leads to incomplete learning and poor outcomes.