

Name: John

Behaviours

- Wants his children to have a good education
- Wants to be able to distract his kids to get some peace

Demographics

- Father of two young children
- 40 years old

Needs & Goals

- Distractions (quiet) for kids that is educational

Name: Bart

Behaviours

- Hyper
- Likes learning
- Likes video games

Demographics

- 10 years old
- In P3

Needs & Goals

- Stimulating learning
- Different activities

Name: Lucy

Behaviours

- Keen to find new ways to teach

Demographics

- 30 years old
- Teacher
- Limited school budget

Needs & Goals

- Easily accessible learning
- Free resources
- Looking for interesting ways to impart information