

Customer Archetypes Assignment

Project Title:

YANKA – AI-Powered Multilingual Educational Assistant

Team Members:

- *Aayush Bharti*
- *Advikaa Kapil*
- *Gursparsh Singh Sodhi*
- *Ang Li*
- *Dayanna Bay Esquer*

Customer Archetype 1

Name:

Amina is a student at a rural secondary school.

Demographics:

- **Age:** *14-17*
- **Gender:** *Female*
- **Occupation:** *Student*
- **Location:** *Rural Sub-Saharan Africa*

Duties:

- *The student uses YANKA to complete homework assignments and review lessons and take quizzes.*
- *She studies her local language and English and French for her exams.*
- *The student remains motivated through gamified features which include rewards and badges.*

Motivations:

- *She wants to keep studying despite the shortage of teachers at her school.*
- *The student requires content in her native language before moving to exam languages.*
- *The student finds pleasure in interactive AI avatars and video content which enhances her learning experience.*

Pain Points:

- *The internet connection remains unstable throughout the day.*
- *The student faces challenges when lessons are taught exclusively in English or French.*

- *Students face challenges because they lack access to textbooks and direct teacher supervision.*
- *The traditional e-learning applications present a dull and uninteresting learning experience.*

Guidance for Design & Development:

- *The application needs to operate without internet access while maintaining a light system weight.*
- *The system must support multiple languages while providing users with a seamless language transition options.*
- *The system requires gamification elements to maintain student motivation within resource-constrained learning environments.*

Customer Archetype 2

Name:

Mr. Rodriguez teaches STEM subjects at an urban middle school.

Demographics:

- **Age:** 35-45
- **Gender:** Male
- **Occupation:** Middle school teacher (STEM subjects)
- **Location:** Mexico City

Duties:

- *The teacher uses YANKA's video/AI avatar generator to create and teach lessons.*
- *The teacher dashboard provides real-time student progress monitoring capabilities.*
- *The system allows teachers to create individual learning plans for students who speak multiple languages.*

Motivations:

- *The teacher needs AI video transformation of lesson plans to reduce his preparation work.*
- *The system requires functionality to support students who learn at different rates.*
- *The system provides immediate performance data which helps teachers detect students who need help.*

Pain Points:

- *The process of creating content manually takes up too much time.*
- *The system fails to provide equal learning opportunities for students who speak different languages.*

- *The production of professional-quality videos remains challenging because of insufficient resources.*
- *The current teaching tools lack user-friendly analytics features which teachers need.*

Guidance for Design & Development:

- *The system should include a teacher dashboard which provides straightforward analytics and student progress monitoring features.*
- *Teachers should be able to convert PDF content into AI video format with a single button click.*
- *Teachers need the ability to personalize both the appearance of avatars and the speed of lesson delivery.*

Customer Archetype 3

Name:

Fatima serves as a Government Education Officer at the Ministry of Education.

Demographics:

- **Age:** 40-55
- **Gender:** Female
- **Occupation:** Ministry of Education official
- **Location:** Morocco

Duties:

- *The official monitors YANKA system deployment throughout all educational institutions.*
- *The official examines analytics dashboards to track student development and monitor student departure statistics.*
- *The official works with NGOs and schools to establish e-learning programs for implementation.*

Motivations:

- *The system requires affordable solutions which can reach different geographic areas.*
- *The system needs to provide data-based information which will help create better educational policies.*
- *The system requires content that adapts to different cultures while supporting multiple languages across various geographic areas.*

Pain Points:

- *The educational infrastructure in rural areas faces two major challenges because of insufficient bandwidth and outdated technology.*
- *The schools in the area show variable levels of digital tool adoption.*

- *The organization faces challenges to demonstrate quantifiable results from its initiatives.*
- *The organization faces ongoing concerns about sustaining the financial costs of using external platforms.*

Guidance for Design & Development:

- *The system needs to operate without internet access while supporting low-bandwidth connections.*
- *The system needs to generate detailed analytics reports which institutions can be used by institutions for their needs.*
- *The system must enable users to develop content that matches their local cultural needs.*

Customer Archetype 4

Name:

Priya serves as the Corporate Training Manager at her organization.

Demographics:

- **Age:** 30-40
- **Gender:** Female
- **Occupation:** Corporate Training Manager
- **Location:** Bangalore, India

Duties:

- *The employee onboarding and compliance training modules at this organization were created by Priya.*
- *The training content delivery through YANKA's AI avatar videos operates in various languages.*
- *The system tracks both completion rates and user engagement through its analytical tools.*

Motivations:

- *The training content needs to expand rapidly to reach all teams operating worldwide.*
- *The organization requires customized AI avatars with professional branding elements.*
- *The organization requires training content to maintain uniform delivery throughout all operational areas.*

Pain Points:

- *The current process of training development costs a lot of money while taking too much time.*

- *The process of training adaptation for different languages requires significant resources.*
- *The system lacks effective methods to track participant involvement when operating across various geographical areas.*

Guidance for Design & Development:

- *The system needs to offer corporate branding options for AI avatars.*
- *The system needs to support training delivery in multiple languages for professional development.*
- *The system should offer customized engagement analytics which suit the needs of enterprise clients.*