

# Samantha Frost

Primary School Teacher

"I'm a passionate teacher who cares about my students dearly."

Age: 34

Occupation: Teacher

Gender: Female

Enthusiastic

Passionate

Social

## Bio:

Sam Frost is a primary school teacher, teaching grade 6 students. She is a social person, who enjoys conversing with the parents of her students.

Currently, she only communicates with them through parent-teacher meetings. She feels that these meetings are not enough to establish a good relationship and would like to communicate daily.

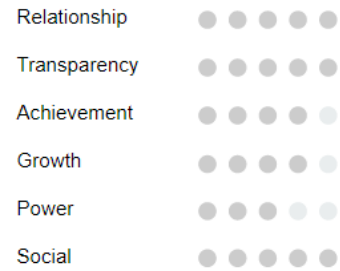
## Goals:

- To communicate with the parents of my students.
- Improve the relationship I have with the parents.
- To ensure parents that their children are getting quality education.

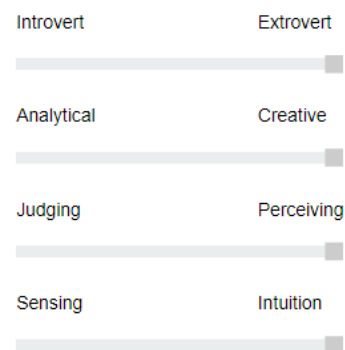
## Frustrations:

- Not enough opportunities to converse with the parents.
- Printing and presenting learning materials to parents is tedious.
- I'm not very good with technology.

## Motivations:



## Personality:



# Jericho Malabonga

Prep Teacher

"I'm a new international teacher who is still learning the ropes."

Age: 22

Occupation: Teacher

Gender: Male

Quiet

Intellectual

Blunt

## Bio:

Jericho Cookie is a fresh Bachelor of Education graduate from Fiji. He graduated with a GPA 6, but does not have sufficient practical experience.

Jericho enjoys reading books and articles and often shares them on his social media accounts.

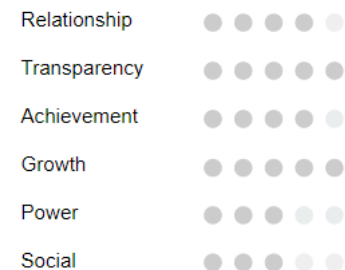
## Goals:

- To share articles with the parents of his students.
- To gain more teaching experience.
- Improve his social skills.

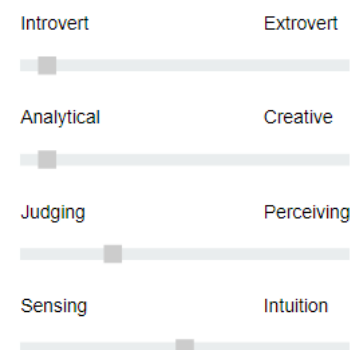
## Frustrations:

- People misinterpreting his feedback as insults.
- His social media friends are not smart enough to appreciate the articles he shares.
- No platform to have intellectual discussions

## Motivations:



## Personality:



# Matthew Johnson

Primary School Teacher

"I'm an old-school teacher, who prepares students for high school."

Age: 48

Occupation: Teacher

Gender: Male

Traditional

Friendly

Strict

## Bio:

Matthew Johnson is a primary school teacher, teaching grade 7 students. He is a relatively friendly and social person, but is certainly a strict and traditional teacher. He believes his teaching style assists students in getting ready for the ropes of high school, however he finds it difficult to effectively communicate his teaching methods to parents as well as share resources.

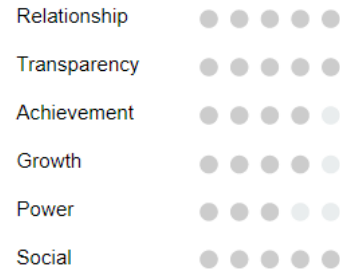
## Goals:

- To share teaching resources and methods with parents.
- Improve the relationship I have with parents.
- Become a more innovative and technologically component teacher.

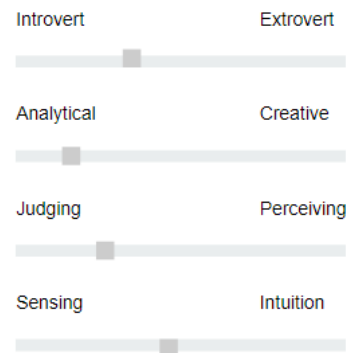
## Frustrations:

- No easy place to share content with parents.
- Being classified as not innovative.
- Not very good with technology.

## Motivations:



## Personality:



# Lee Elliott

Parent

"I'm a young parent who wants to help my children with their studies."

Age: 24

Occupation: Electrician

Gender: Male

Eager

Technical

Committed

## Bio:

Lee is a successful electrician and a single parent of one. He excels at his job but due to his incredible work ethic, he has started to neglect his child's studies. Lee did not excel in his academics and he is specially struggling with science and creative writing.

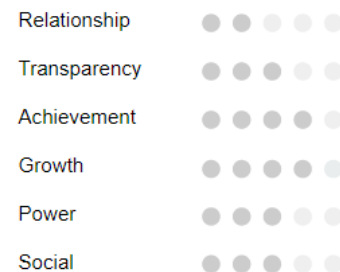
## Goals:

- To be more active in my child's learning.
- To better understand the content my child is being taught.
- To become more technologically capable.

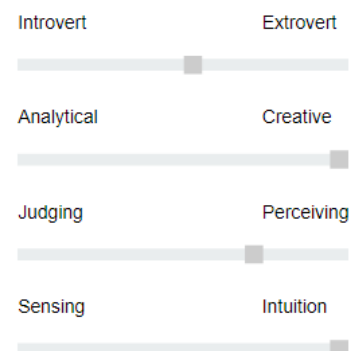
## Frustrations:

- Not having the ability to help my child with his studies.
- Balancing my work and personal life.

## Motivations:



## Personality:



# Amy Jones

Parent

"I'm a hard working mother of three young children."

Age: 36

Occupation: Consultant

Gender: Female

Innovative

Dedicated

Fun-Loving

## Bio:

Amy Jones is a mother of three young children. She is a Marketing Consultant and works five days a week coordinating and managing her own firm. Her husband, Jack is also a Consultant for the business, but rather in the financial sector. They love their children dearly, but it is difficult to drop them off and collect them from school with such a hectic career, thus the family babysitter is active in these roles. As a result, Amy and Jack find it difficult to keep up to date with all three children's progress at school as well as keep track of events.

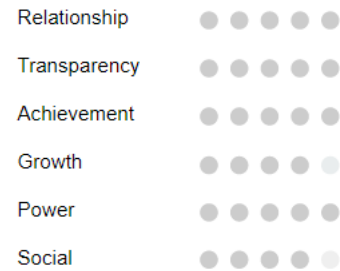
## Goals:

- To be more active in my children's learning.
- To keep up to date with school events and functions.
- To communicate better with my children's teachers.

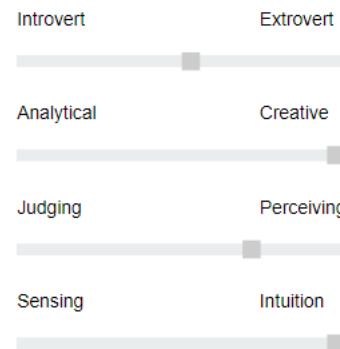
## Frustrations:

- Not having knowledge of how to assist with homework.
- No easy way of tracking content and events.
- Not having enough time to commit to my children's studies.

## Motivations:



## Personality:



# Debra Lawrence

Parent

"I'm a stay-at-home mother of two children"

Age: 50

Occupation: Parent

Gender: Female

Patient

Thoughtful

Caring

## Bio:

Debra Lawrence is a full-time mother of two children. She is currently unemployed and spends the majority of her time tending the house. Debra helps her children where she can with her children's homework. She wishes to advance her children's studies, but she is unsure which resources online are reliable and relevant.

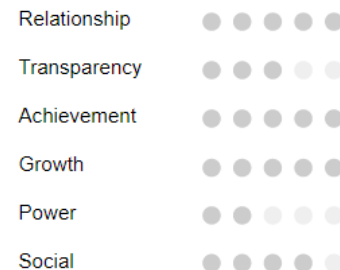
## Goals:

- To be further complement her children's learning.
- To find learning resources online that are reliable and relevant.
- To have someone available to answer queries regarding her children's future studies.

## Frustrations:

- Limited patience with using the internet to search for resources.
- Unable to understand new educational content being taught.
- Unable to find a reliable place to find up-to-date school information.

## Motivations:



## Personality:

