

1/user persona a name:KARIM

2/ Occupation or Role:

A student studying in the sixth year of primary school.

3/ Background and Context:

Karim lives in the rural area of El Haouz Province. He is a 12-year-old student in the sixth year of primary school in Tlat N'Yacoub, where he attends the nearest school. Despite his young age, Karim helps his father with farming and shepherding work, which is necessary to support their family's livelihood.

4/ Demographics:

1. Age: 12 years
2. Gender: male
3. Location: High Atlas Mountains, Al Haouz Province
4. Education: studying in the sixth year of primary school.

5/ Personal Story or Scenario:

Karim is a 12-year-old student in sixth grade, living in the rural El Haouz Province. He attends the nearest school in Tlat N'Yacoub and spends his afternoons helping his father with farming and herding to support their family. Despite his curiosity and desire to learn, Karim has no access to digital tools; his school lacks computers and internet, and his home has limited electricity. While digital technologies are transforming education and agriculture, Karim and his community are left behind due to poor infrastructure and limited digital skills. His story highlights the urgent need for simple, accessible technological solutions that can bring the benefits of digital innovation to underserved rural populations.

6/ Pain Points and Challenges:

- 1) **Lack of digital infrastructure:** No internet access or computers at school or home.
- 2) **Limited access to digital education:** Few opportunities to learn digital skills or use technology for learning.
- 3) **Unreliable electricity:** Makes it difficult to power or use any digital devices.
- 4) **Economic constraints:** Family prioritizes basic needs over technology; cannot afford digital tools.
- 5) **Geographic isolation:** Rural location limits exposure to innovation and training programs.
- 6) **Lack of localized content:** Available digital resources are often not adapted to his language or learning level.