


Rhea Sharma

Age: 35  Bengaluru, India

Education: PhD in Data Science, 10+ years of teaching experience (offline & online)

Technical Comfort Level: Medium-High (comfortable with LMS, Zoom, Google Meet, Canva, etc.)

Practical · Empathetic · Data-driven

“If I can see where students drop off or what they struggle with, I can fix it. But don’t make me dig through 200 notifications to find out.”

Goals & Motivations

- Learning Goals: (For Students)**
Wants her students to understand the "why" behind concepts — not just passively watch content. Focused on practical, career-ready knowledge.
- Motivators:**
Passionate about mentoring, sharing real-world experience, and creating content that genuinely helps students upskill.
- What Success Looks Like:**
Seeing high engagement, quality project submissions, and student feedback that reflects understanding, not just course completion.

Frustrations

- Top UX Pain Points:**
 - Cluttered dashboards with too many student messages
 - Confusing assignment submission interface
 - No way to visually track who’s falling behind
- Previous Negative Experiences:**
Recorded a full course on a platform that offered no engagement metrics — had no idea if learners were watching or stuck.
- Emotional Triggers:**
Feels disrespected when students “ghost” her feedback or when the platform offers no tools to guide or reward learners effectively.

Behaviors & Preferences

- Teaching Style:**
Mixes video lectures, real-world case studies, Q&A sessions, and project-based tasks. Prefers to explain with whiteboard-style tools.
- Teaching Schedule:**
Batches run on weekends or evenings. Prefers to upload content ahead of time and supplement with live sessions.
- Platform Usage Pattern:**
Logs in 3–4 times a week to manage classes, check submissions, respond to questions, and monitor student progress.
- Platform Usage Pattern:**
Finds a course via Google or recommendations → checks reviews → skips through intros → jumps straight to projects

Needs & Expectations

- Must-Have Features:**
 - Clear submission dashboards (filter by “pending review,” “late,” etc.)
 - Ability to give quick, structured feedback (tags, emojis, templates)
 - Live Q&A tools or forums for interaction
 - Easy upload and organization of lecture + resources
- Support Expectations:**
Needs minimal but reliable support. Prefers video tutorials and well-written help docs. Live support only when there’s a technical issue.
- Progress Visibility:**
Wants to track student engagement per module, drop-off points, quiz scores, and flag students for personalized check-ins.

User Story

As a trainer, I want to give structured feedback efficiently, so that I can help more students without wasting time.



Says

"I want to help students improve, but I don't have all day."

"This dashboard is a mess — where are my student submissions?" "I love when students ask smart questions."

"I love when students ask smart questions."

"I don't want to repeat myself 100 times."

Feels

Passionate but overwhelmed

Anxious when disorganized

Encouraged by high engagement

Frustrated by inefficient tools

Thinks

"Is anyone even reading my feedback?"

"I need a better way to track who's falling behind."

"It feels good when learners engage actively."

"There has to be a smarter way to manage feedback."

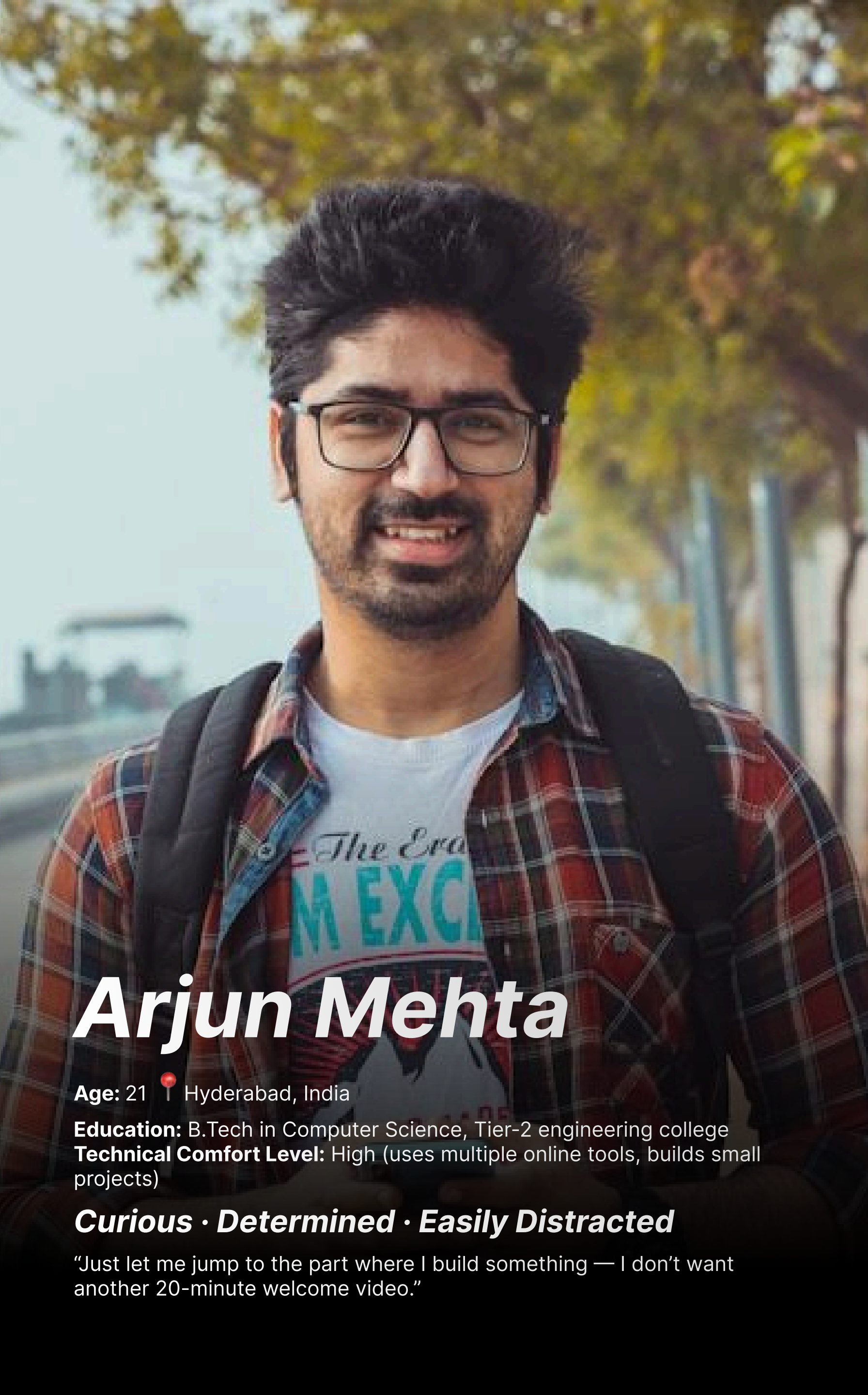
Does

Uses templates or shorthand responses

Tries to create manual tracking or leaves feedback undone

Responds actively on forums or in live sessions

Reuses notes or creates her own rubrics



Arjun Mehta

Age: 21 📍 Hyderabad, India
Education: B.Tech in Computer Science, Tier-2 engineering college
Technical Comfort Level: High (uses multiple online tools, builds small projects)

Curious · Determined · Easily Distracted

“Just let me jump to the part where I build something — I don’t want another 20-minute welcome video.”

Goals & Motivations

Learning Goals:
Wants to build a strong portfolio and crack placements in product-based tech companies. Also preparing for internships in UI/UX and frontend development.

Motivators:
Passionate about tech and design. Self-driven. Feels pressure to keep up with peers on LinkedIn and GitHub.

What Success Looks Like:
Completing a course with a final project or certification he can add to his resume or share online.

Frustrations

Top UX Pain Points:
Hates “forced” login or long onboarding. Gets frustrated with slow-loading dashboards and autoplay videos.

Previous Negative Experiences:
Paid for courses on big platforms only to find they were outdated or had poor sound quality.

Emotional Triggers:
Gets demotivated when a course has no visible progress or when instructors don’t respond to questions.

Behaviors & Preferences

Preferred Learning Style:
Video-based + hands-on projects. Needs to “build something” while learning.

Learning Environment:
Night owl — learns late at night in short focused sprints. Often multitasks (video + notes + GitHub open).

Frequency of Use:
3–4 times per week, 1–2 hours per session

Platform Usage Pattern:
Finds a course via Google or recommendations → checks reviews → skips through intros → jumps straight to projects

Device Used:
Personal laptop, prefers Chrome browser on Windows.

Needs & Expectations

Must-Have Features:

- Downloadable resources (e.g., design files, codebases)
- Visual progress tracking
- Option to get feedback or showcase completed projects
- Clean, responsive video player with speed control & bookmarks

Support Expectations:
Basic support — prefers self-service (FAQs, community forum). Only seeks help if stuck.

Progress Visibility:
Wants to see how much of a course is completed and what skills have been “unlocked” — gamification helps him stay consistent.

User Story

As a student, I want to complete hands-on projects while learning, so that I can build a strong portfolio for internships.



Says

"I just want to skip to the part where I can build."

"This course has too much fluff."

"If I had feedback, I'd know if I'm doing it right."

"Learning is fine, but the platform makes it hard."

Feels

Motivated but overwhelmed

Anxious about wasting time

Unsure, seeks validation

Frustrated with cluttered UI

Thinks

"I need to make my portfolio look good for recruiters."

"I'm wasting time on repetitive intros."

"Is this good enough to post online?"

"Why is this interface so crowded?"

Does

Skips videos, goes straight to projects or key tasks

Jumps between courses until he finds one that fits

Shares work on forums or peer channels

Leaves courses or platforms that feel disorganized