

# Buyer persona A



**Ahmed Gamal**  
Licensed Tour Guide

## Key Attribute

- Age : 35 years old
- Gender: Male
- location: Luxor, Egypt
- Income: High income
- Languages : Fluent in Arabic and English

## Role

A passionate storyteller who shares Egypt's rich history with tourists

## Experience

Ahmed has been a tour guide for five years, specializing in ancient Egyptian sites

## Passion

He is passionate about making history come alive for his guests

## Challenges

- Explaining hieroglyphics in an engaging way for tourists.
- Translating hieroglyphics into Arabic or English on the spot during tours.
- Simplifying complex hieroglyphic symbols for tourists.

## Preferences

- Photography.
- Languages.
- Reading.
- Storytelling.
- Blogging.

## Motivations

- Provide tourists with a more interactive understanding of hieroglyphics.
- Improve his own knowledge of hieroglyphics to enhance his tours.
- Showcase Egypt's ancient culture using innovative tools.

## How the App Helps

- Allows Ahmed to quickly transliterate hieroglyphics for tourists in real-time.
- Makes hieroglyphic meanings clearer with determinatives.
- Adds a unique, tech-savvy element to his tours, making them memorable.

# Buyer persona B



Omar Abdelaziz

Hieroglyphics Teacher

## Key Attribute

- Age : 30 years old
- Gender: Male
- Education: Higher Education
- location: Cairo, Egypt
- Income: High income
- Languages : Arabic and English

## Motivations

- A deep passion for preserving and teaching the ancient Egyptian language.
- A belief in the power of education to connect people with their heritage.
- The ambition to grow her platform into a leading resource for learning.
- The satisfaction of seeing students develop proficiency in the language.
- Recognition and credibility in her field

## Behaviors

- Organizes and participates in conferences to connect with like-minded individuals. Uses his website as the main platform for structured courses and lectures.
- Promotes her content through Facebook, YouTube, engaging with learners and answering their questions.
- Shares educational videos, articles, and updates on social media.
- Leverages her television appearances to boost her credibility and attract more students.
- Trusts academic research and sources , reputable Egyptologists ,historical texts, and expert insights for content creation.

## Brands and influencers

he follows well-known Egyptologists, educational YouTubers specializing in ancient languages, and authors who publish books on Egyptian history.

## Goals

- Improve teaching methods and strategies.
- Increase income from private , online sessions
- Develop skills in using technology for teaching.
- Enhance classroom management and student engagement and Attract more students interested in studying the language
- Obtain certifications or further education for career advancement.
- Grow his Facebook page and group , website or Youtube channel to engage more learners

## Pain points and Challenges

- Heavy workload and lack of time for self-improvement.
- Difficulty in attracting students or dealing with parents.
- Limited digital skills for online teaching.
- Low salaries in traditional teaching jobs.
- Competition in the private tutoring market.
- Low public awareness of the importance of learning Ancient Egyptian

## Gains from my product( Bastet)

- Enhanced Teaching Quality – Helps teachers provide more accurate and clear content.
- Time and Effort Saving – Simplifies the translation process instead of manually searching for sources.
- Engaging Learning Experience – Makes lessons more interactive and enjoyable for students.
- Accurate Translations – Ensures correct hieroglyphic translations, enhancing the teacher’s credibility.
- Improved Student Learning – Helps students understand hieroglyphics more easily and effectively.

## Communication

### content type and format

His audience prefers short explanatory videos for beginners, in-depth recorded lectures for academic learners, articles analyzing ancient texts, and e-books covering grammar and hieroglyphic translations.

**channels:** Facebook, YouTube, his Website

# Buyer persona C



**Mohamed Mostafa**  
Student

## Key Attribute

- Age : 20 years old
- Education: Faculty of Arts (History Department), Ain Shams University
- location: Cairo, Egypt
- Income: Low income
- Languages : Arabic and English

## Personality

- Ambitious, diligent, inquisitive, self-motivated, passionate about ancient Egyptian history and culture.

## Interests

- Reading historical books and articles
- Watching documentaries about ancient civilizations
- Visiting museums and archaeological sites
- Exploring hieroglyphic symbols and their meanings
- Participating in cultural events and discussions

## Values

**Knowledge, discovery, cultural preservation, academic excellence.**

## Goals

- Excel in his studies and become a renowned Egyptologist.
- Deepen his understanding of ancient Egyptian civilization, particularly its language and writing system.
- Contribute to the field of Egyptology through research and discoveries.

## Behaviors

- Tech Savvy: Proficient in using social media platforms (Facebook, X, Instagram, TikTok) for educational content, YouTube for visual learning, and study groups on WhatsApp or Telegram. Comfortable with email for updates and communication.
- Learning Style: Prefers visual learning and interactive educational experiences.

## Challenges

- Scarcity of comprehensive educational resources in Arabic for studying hieroglyphics.
- High cost of specialized courses and materials.
- Limited access to interactive tools and platforms for learning hieroglyphics.
- Difficulty finding communities or groups focused on hieroglyphic studies.
- Balancing studies at multiple universities with part-time work and personal life.

## Needs

- Educational Resources: Affordable or free resources for learning hieroglyphics, preferably in Arabic, including books, online courses, interactive tools, and study materials.
- Community: Connection with other enthusiasts or experts in hieroglyphics for discussions, support, and knowledge sharing.
- Flexibility: Learning solutions that can fit his demanding schedule and allow him to study at his own pace.
- Recognition: Opportunities to showcase his knowledge and contribute to research projects or archaeological discoveries.

## Motivations

- **Academic Distinction:** Desire to excel in his university studies and stand out among his peers.
- **Personal Enrichment:** Passion for ancient Egyptian culture and a deep curiosity to decipher hieroglyphic symbols.
- **Career Advancement:** Aspiration to become a leading Egyptologist and make significant contributions to the field.

## Pain Points

- **Financial Constraints:** Limited income makes it challenging to afford expensive courses or materials.
- **Lack of Resources:** Scarcity of Arabic resources and interactive tools hinders his learning progress.
- **Time Management:** Balancing studies, work, and personal life leaves little time for self-study.
- **Limited Community:** Difficulty finding like-minded individuals to share his passion for hieroglyphics.

# Thank You