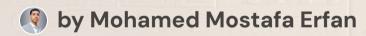# Buyer Personas

This document describes three different buyer personas for the hieroglyphic translation app: a tour guide, a hieroglyphics instructor, and an Egyptology student. Each persona has its own characteristics, challenges, and unique needs.

by Mohamed Mostafa Erfan

Buyer Persona A: Ahmed Gamal - Licensed Tour Guide

- Age: 35 years old

- Gender: Male

- Location: Luxor, Egypt

- Income: High Income

- Languages: Fluent in Arabic and English

Ahmed is an enthusiastic storyteller who shares Egypt's rich history with tourists. He has five years of experience as a tour guide specializing in ancient Egyptian sites. He is passionate about bringing history to life for his guests.

Preferences

- Photography

- Languages

- Reading

- Storytelling

- Blogging

Ahmed Gamal - Motivations and Challenges

Motivations

- Provide tourists with a more interactive understanding of hieroglyphics

- Enhance his knowledge of hieroglyphics to enhance his tours

- Showcase ancient Egyptian culture using innovative tools

Challenges

- Explain hieroglyphics in an engaging way for tourists

- Translate hieroglyphics to Arabic or English in real-time during tours

- Simplify complex hieroglyphic symbols for tourists

How the App Helps

- Allows Ahmed to quickly translate hieroglyphics for tourists in real-time

- Makes the meanings of hieroglyphics clearer with annotations

- Adds a unique and technological element to his tours, making them more memorable

Buyer Persona: Omar Abdel Aziz - Hieroglyphics Teacher

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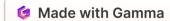- Gender: Male
- Education: Higher Education
- Location: Cairo, Egypt
- Income: High Income
- Languages: Arabic and English

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 to attract more students interested in language study
- Obtain certifications or further education for career advancement
- Grow his Facebook page and group, website, or YouTube channel to engage more learners

Omar Abdel Aziz - Challenges and Benefits

Challenges and Pain Points

- 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

- Lack of general awareness about the importance of learning Ancient Egyptian

Benefits of our product (Bastet)

- Improved teaching quality – helps teachers provide more accurate and clear content

- Time and effort savings – simplifies the translation process instead of manual source searching

- Accurate translations – ensures correct hieroglyphic translations, enhancing the teacher's credibility

- Engaging learning experience – makes lessons more interactive and enjoyable for students

- Improved student learning – helps students understand hieroglyphics more easily and effectively

Buyer Persona C: Mohamed Mustafa - Student

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

Goals

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

Personality

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

Muhammad Mustafa - Interests and Challenges

Interests

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

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 in finding communities or groups that focus on hieroglyphic studies
- Balancing study at multiple universities with part-time work and personal life

Muhammad Mustafa - Needs and Motivations

Needs

- Educational resources: Affordable or free resources to learn hieroglyphics, preferably in Arabic, including books, online courses, interactive tools, and study materials

- Community: Connecting with other enthusiasts or experts in hieroglyphics for discussions, support, and knowledge sharing

- Flexibility: Educational solutions that can fit his 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 excellence: The 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 hieroglyphics

- Career advancement: Ambition to become a leading Egyptologist and make significant contributions to the field