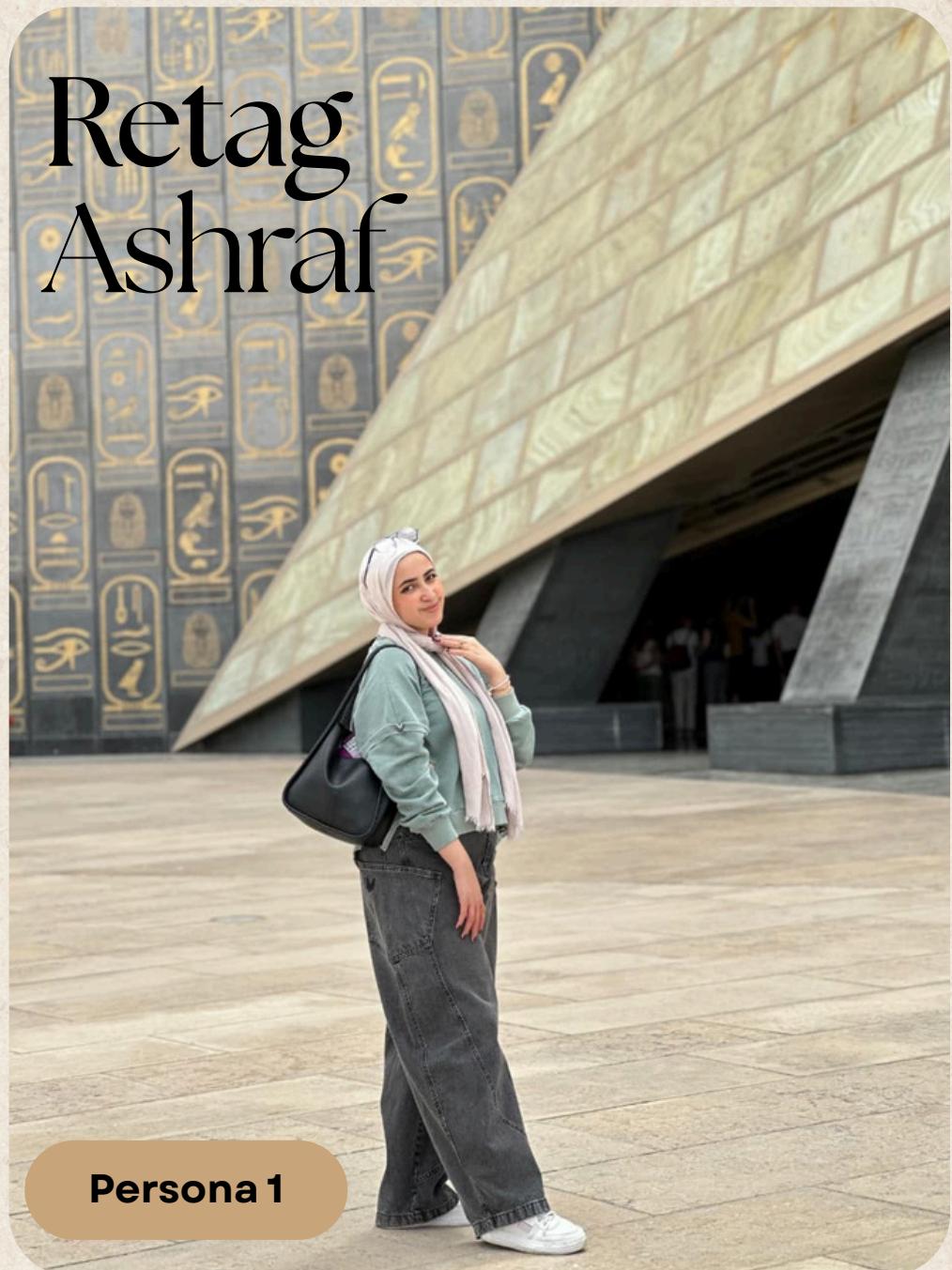


CUSTOMER ANALYSIS

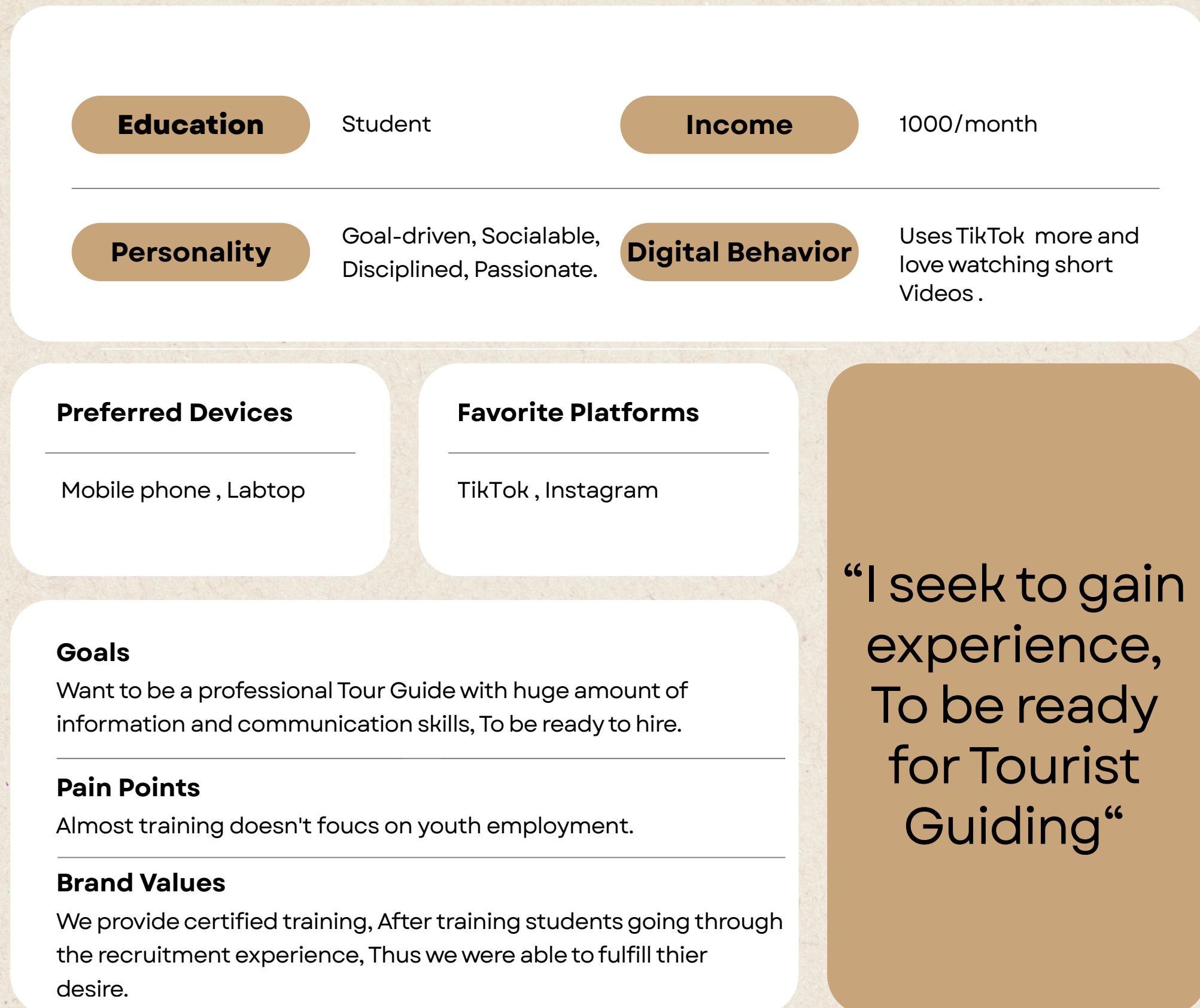
2. Building Buyer Persona



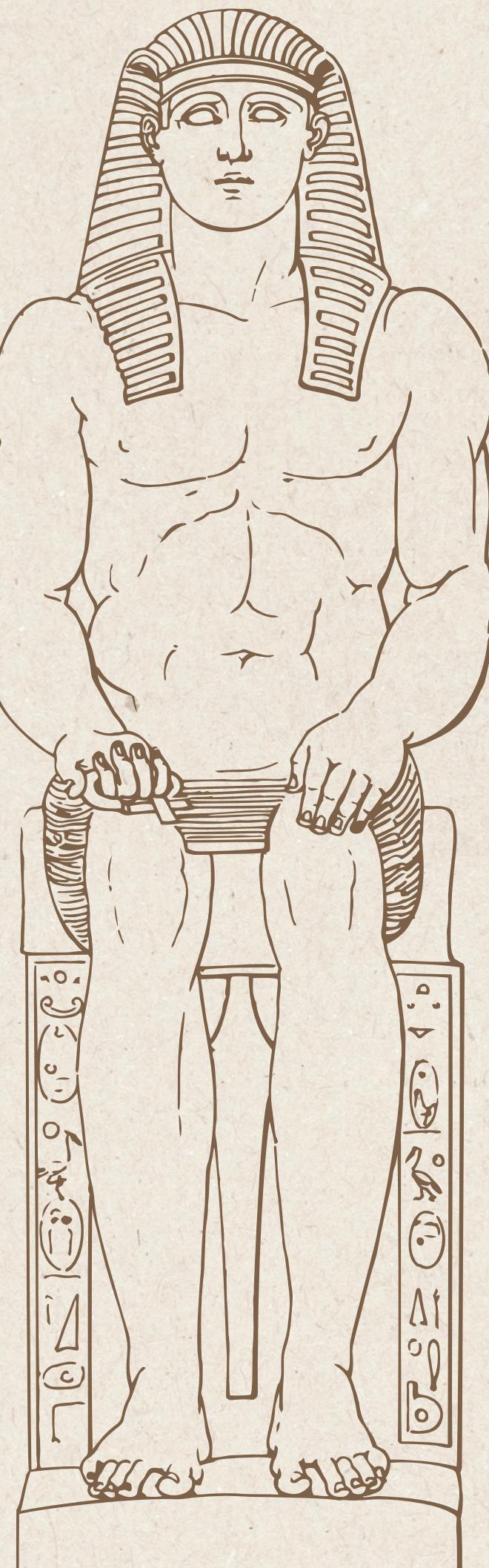
Age
20
Years Old

Occupation
Archaeology
Student

Location
Alexandria



“I seek to gain experience, To be ready for Tourist Guiding“



CUSTOMER ANALYSIS

2. Building Buyer Persona

Mohamed Ahmed

Persona 2

Age

26

Years Old

Occupation

Faculty of Arts(History department) Graduate

Location

Cairo

“I hope to find a suitable job in my field ”

Education

Bachelor's degree

Income

3,100/month

Personality

Goal-driven, Speaking another language, He holds a diploma in tourist guidance.

Digital Behavior

Uses Facebook (post posts to find a job in his field)

Preferred Devices

Mobile phone , Labtop

Favorite Platforms

Facebook, LinkedIn

Goals

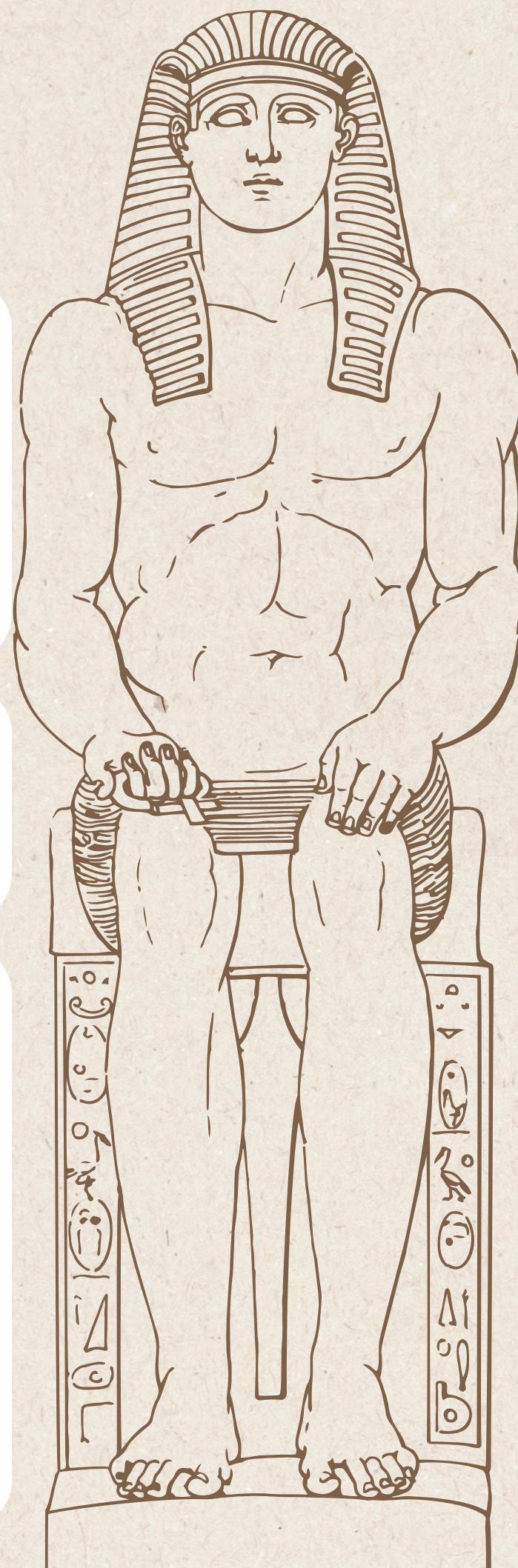
Find a job in his field (as a Tour Guide).

Pain Points

He hasn't found a job in his field (It's hard to find a job in the tourism field).

Brand Values

We provide opportunity for graduates who had strong experience, To teach target students.



CUSTOMER ANALYSIS

2. Building Buyer Persona

Mohamed Ashraf

Persona 3

Age
**22
Years Old**

Occupation
**Archeology
Fresh Graduate**

Location
Cairo

**“I hope to
find a
suitable
job in my
field ”**

Education

Fresh Graduate

Personality

, Speaking another language, He holds a diploma in tourist guidance

Income

7000/month

Digital Behavior

Uses Facebook (post posts to find a job in his field)

Preferred Devices

Mobile phone , Labtop

Favorite Platforms

Facebook, LinkedIn

Goals

Find a job in his field in Archeology

Pain Points

He hasn't found a job in his field (It's hard to find a job in the tourism field).

Brand Values

We provide opportunity for graduates who had strong experience, To teach target students.

