Tutor Grant

Background:

- Self-employed
- Bachelor's Degree in History
- Recent College Graduate
- Single

Demographics:

- Male, 22 years old
- Single income $63,000
- Lives with Houston, Tx

Identifiers:

- Hard-working
- Tech savvy
- Great presentation skills

Goal:

- Increase student success
- Diversify clientele

Tutor Grant is having a hard time getting his students to remember key vocabulary words to understand concepts. He hopes the app allows students to quiz themselves to see what information was retained from the coursework.

Mommy Sarah

Background:

- Founder of Medical Clinic
- Doctorate Degree in Physical Theraphy
- Married with two children, 8 and 5

Demographics:

- Female, 29 years old
- Dual family income of $200,000
- Lives in Houston, Tx

Identifiers:

- Outgoing personality
- Great people skills
- Active Community Outreach

Goals:

- Provide educational game to help kids learn
- Create curriculum for mentees to learn medical terms

Mommy Sarah wants to introduce the students to an educational game to play in their spare time to learn new concepts. She hopes to find a leaderboard to keep track of progressions for rewards.

Grandpa Brian

Background:

- Retired Research Associate
- Bachelors in Communication
- Single

Demographics:

- Male, 64 years old
- Single income of $35,000
- Lives in Houston, Tx

Identifiers:

- Loves trivia
- Great at finding trends
- Not so tech savvy

Grandpa Brian wants to find a simple word game to play in his spare time. He hopes to show off his wits on the leader charts, but doesn't want the game to be too complicated to navigate. He hopes there is some sort of instruction in case he needs help.