



## Nathan Leggat

*Age* 35

*Occupation* Teacher

*Status* Single

*Location* Vancouver, BC

*Tier* Passionate learner

Friendly

Clever

Organised

## Motivations



## Goals

- A user friendly/mobile responsive design
- Update/view grades, assignments & classes
- Quick view on students status

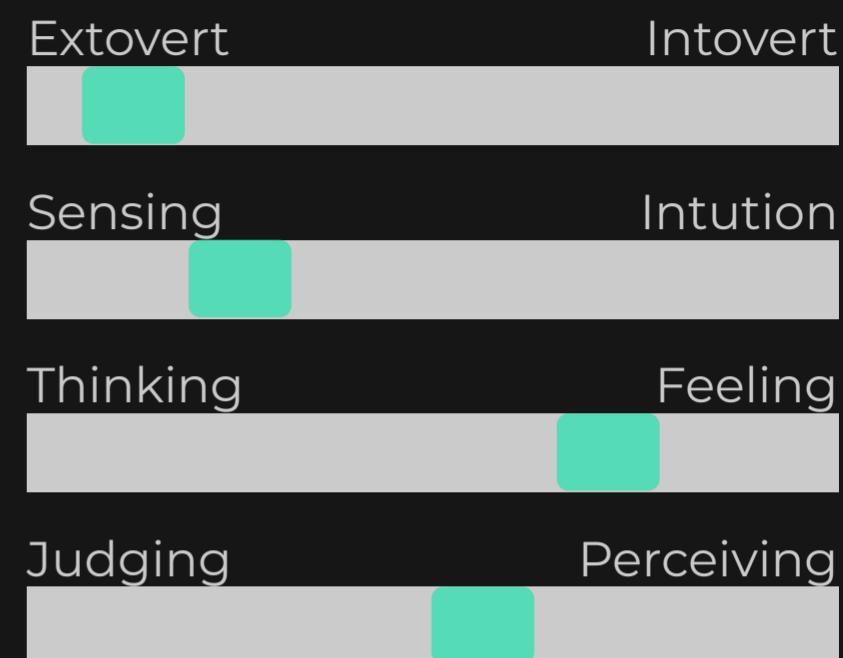
## Frustrations

- Don't get/send instant notifications
- Terrible User interface
- Finds it hard to track students who aren't doing well

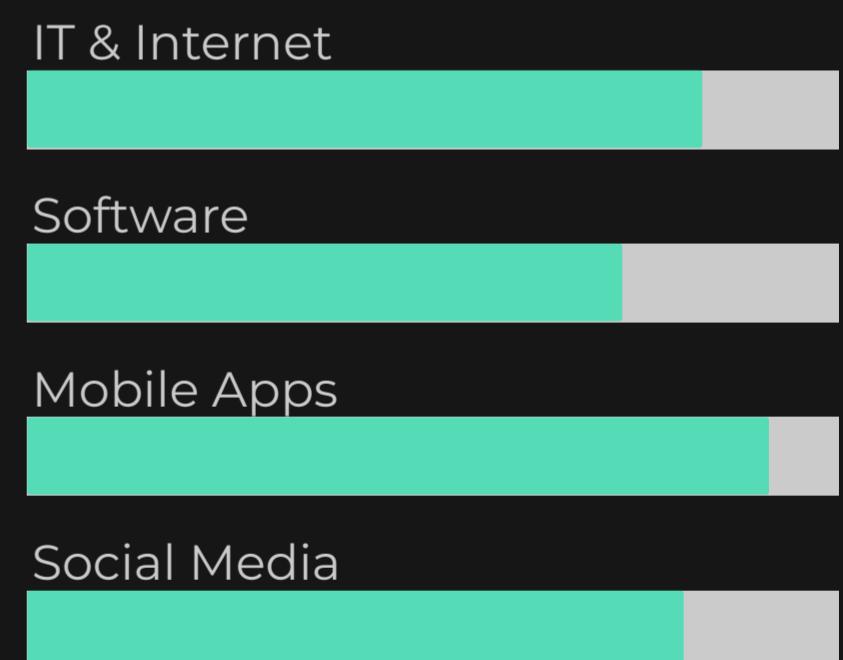
## Bio

Nathan is the head of the Web Development & Interaction Design course at the Vancouver Institute of Media Arts. He has to manage the instructors and students. He also works on his own business on the side and he needs an efficient management system for him to access data from all students & teachers records.

## Personality



## Technology



## Current Brands

**fedena™**





## Alicia Sebestan

Age 21

Occupation Student

Status Single

Location Vancouver, BC

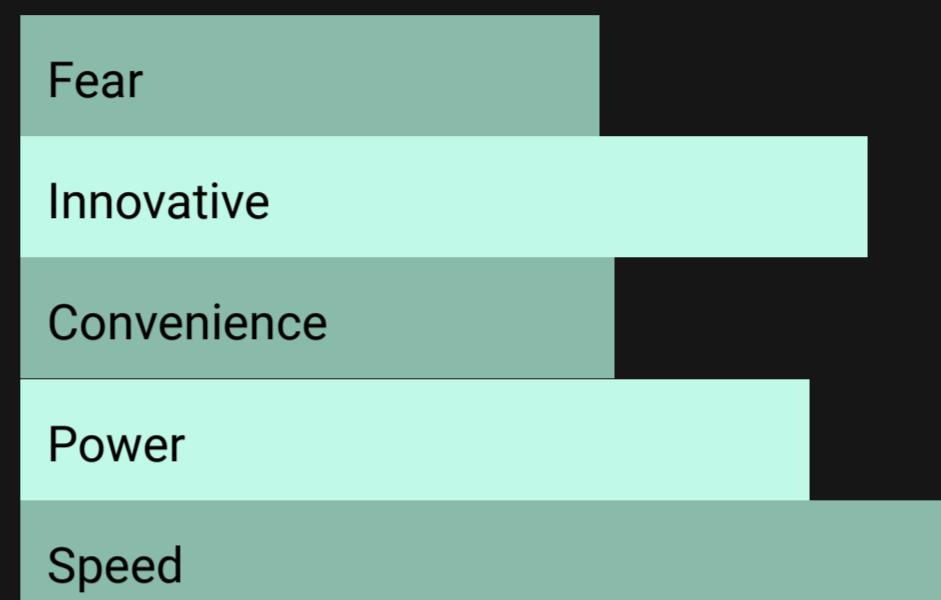
Tier Passionate learner

Friendly

Caring

Loving

## Motivations



## Goals

- View grades/assignments on the go
- A fast way to upload assignments (All file types)
- Get notifications on pending/new assignments/classes

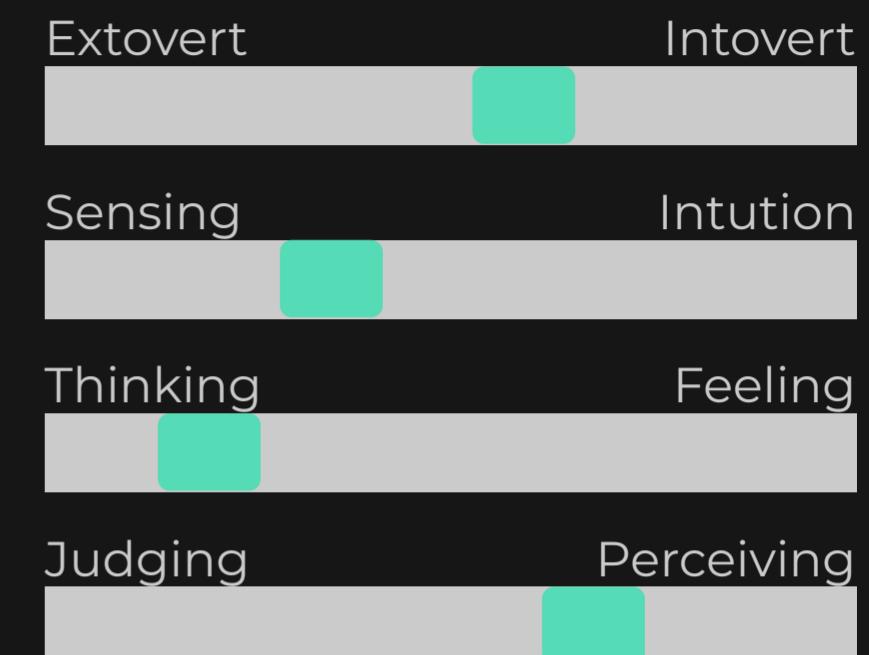
## Frustrations

- Deadlines are not properly defined
- Don't get instant notifications about assignments
- Terrible User interface

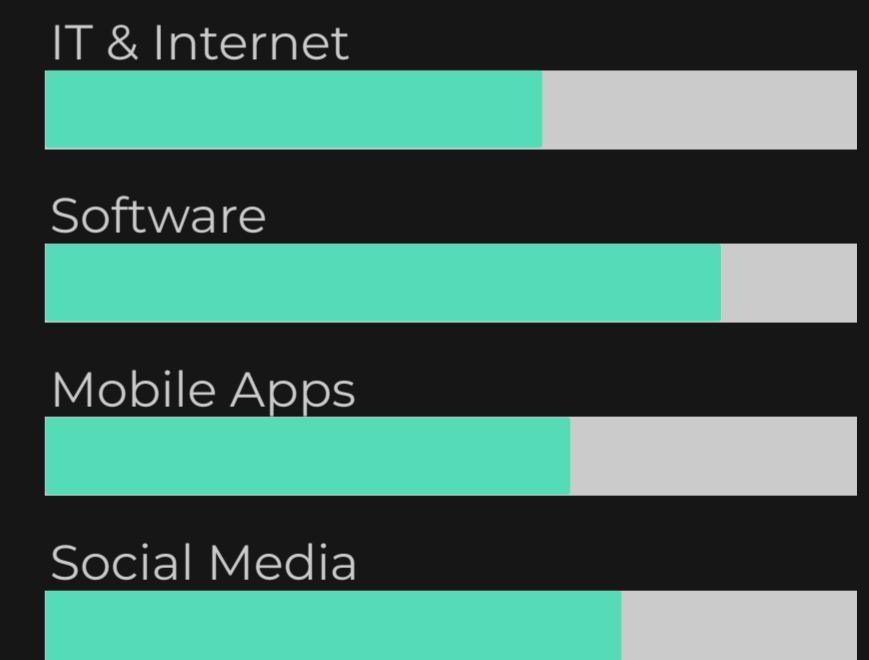
## Bio

My name is Alicia sebestan. I was born in america but raised in canada. I am a passionate learner. My hobbies are going to gym , cyling , socialising with friends and most important reading books. My aim of the life is to join the cambridge college of london. So for that I need high grades in my college. For achieving that I need to submit my assignments on time and get good grades.

## Personality



## Technology



## Current Brands

fekara





## Alicia Sebestan

Age 25

Occupation Student

Status Single

Location Vancouver, BC

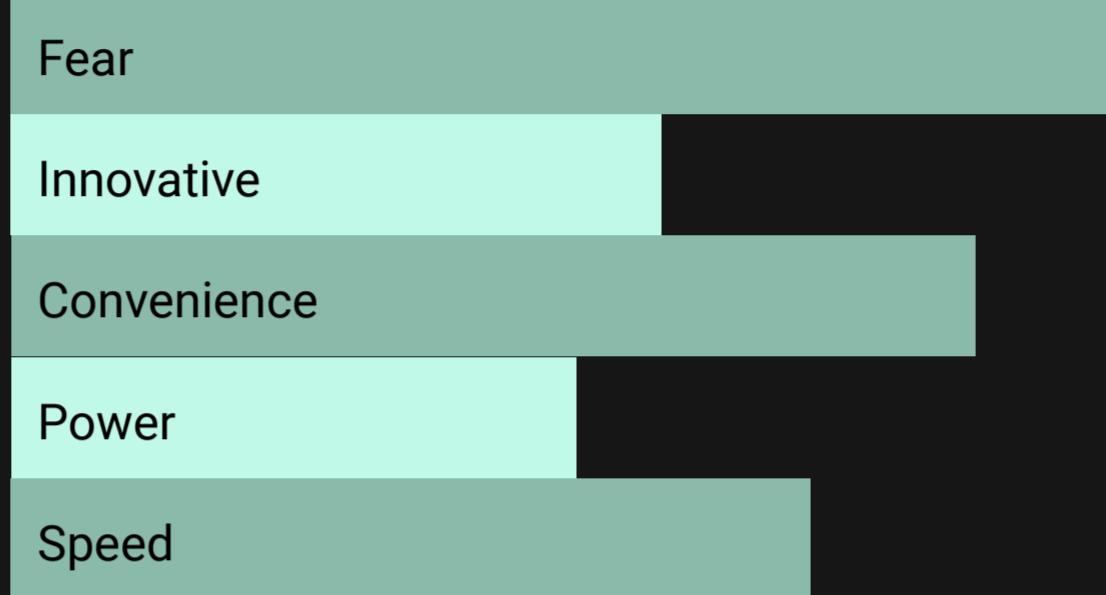
Tier Coffee Lover

Friendly

Caring

Selffish

## Motivations



## Goals

- A quick way to submit work
- To see all assignment the same time
- A user friendly & mobile interface

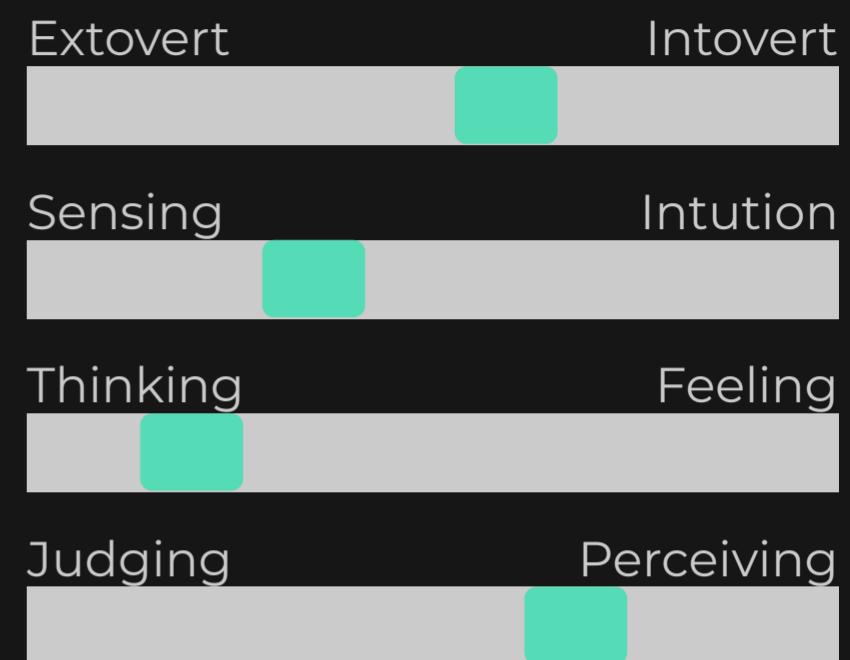
## Frustrations

- Current application is too slow, too many clicks
- Doesn't let us know when somebody is online or not
- Vague grading & assignment system

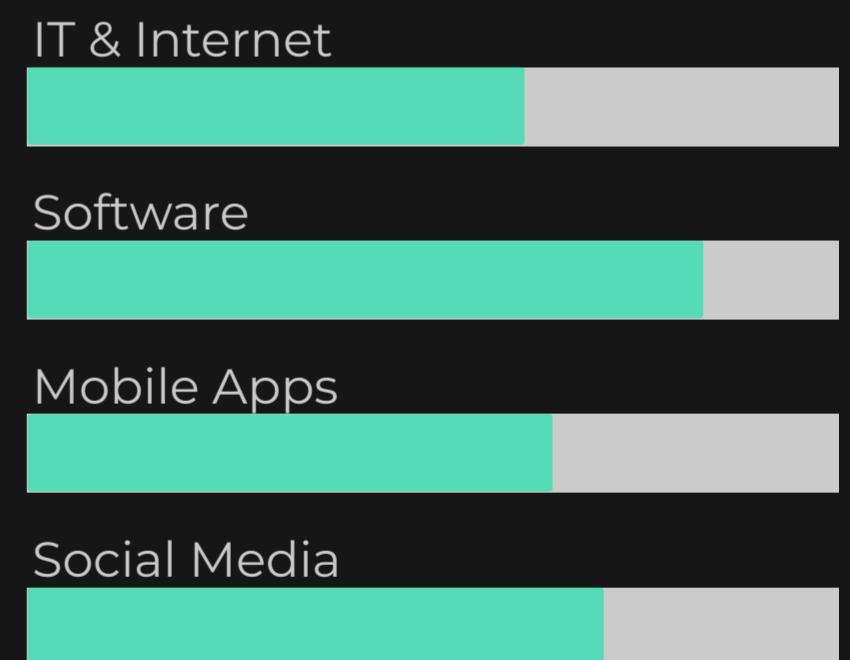
## Bio

My name is Robert Shane. I was born in London and now I am studying design in Vancouver. My hobbies are painting, drinking coffee and socializing with friends. I am not a great student, however I have experience in design. I find it troublesome to use an application that has poor user experience and interface for my assignments as it takes away from my education.

## Personality



## Technology



## Current Brands



Competitor analysis													
App Name	Logo	Pros	Cons	Dashboard	Instant Notification	Gradebooks	Teacher Management	Attendance Tracking	Scheduling	Course Management	Student Information	Admissions	
Fedena		Fedena offers unlimited administration and student logins to use their system, along with unlimited courses and batches. The system was developed using Ruby on Rails, so schools can easily customize the code to their school's needs. The system includes human resources, a calendar, financial management, examination management, and student/parent logins.	Fedena is the free version of another school administration software of the same name. When comparing the free version to the paid version, it becomes clear that the open-source version is lacking in a number of features, including inventory, custom reports, registration, and discipline. It is not mobile responsive. It does not send instant messages to students/teachers when changes are made.										
Fekara		FeKara is a clean and modern school administration and management software option that covers everything from exams and assignments to budgeting and internal messaging for all staff. FeKara even includes a mobile app that can work on all tablets and smartphones for convenient on-the-go use.	FeKara is limited by the amount of students, bandwidth, and storage that can be managed on the free version of its software. FeKara is free for schools as long as they remain under fifty students and five teachers in their system, which limits the free use of this software to much smaller schools. If you upgrade one step up, FeKara charges \$0.20 per student with unlimited teachers, and finally, their highest paid										
Gibbon		Gibbon offers a vast array of features including administration tools dealing with finance, staff management, payroll, invoicing, departmenting, and schedules. Gibbon also provides teaching tools including grade books, rubrics, assessments, planner tools, and library catalogues, and provides assessment access for parents.	Software maintenance for Gibbon is quite technical, requiring coding knowledge, which is standard for open-source software. Support is limited to online guides for administrators, teachers, and parents —however, written support will never replace helpful live support. The lack of any transcript features also deducts from its otherwise large feature base.										