

3

need."

effect

motivated."

• "I can

What do they HEAR?

"I can easily find the stu

"I have everything I need to study

a way that makes sense to me."

"I can track my progress and stay

"I can study anytime, anywhere."

n one place."

ize my study materials in

WHO are we empathizing with?

aterials I

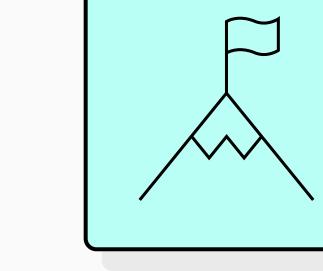
- "I can't find the study materials I need."
- "I'm drowning in study materials."
- "I don't know where to start or what to focus on."
- "I wish I could customize my study experience."
- "I need a way to see how well I'm doing and where I need to improve."Ineffective and inefficient study methods

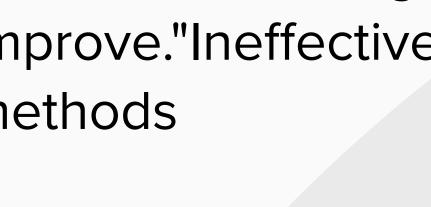


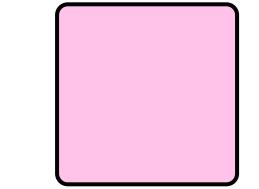


What do they need to DO?

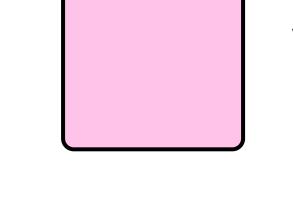
- Finds study materials easily and quickly.
 - Studies effectively and efficiently.
 - Stays motivated and on track. Reaches their study goals.







What do they THINK and FEEL?



PAINS

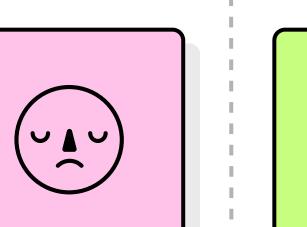
Ineffective and inefficient study methods



Difficulty achieving study goals

Unfulfilling and frustrating study experience

their s<mark>tudies.</mark>



What other thoughts and feelings might influence their behavior?

By addressing the pain points associated with ineffective and inefficient study

students can achieve their academic goals and experience greater success in

methods and fostering a more motivating and engaging study environment,

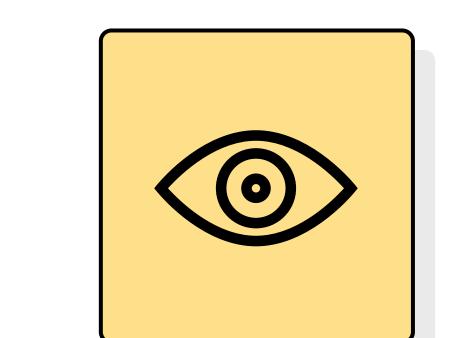
GAINS

Enhanced study effectiveness and efficiency

Improved motivation, focus, and overall study engagement

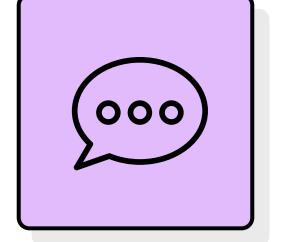
Reaching their study goals successfully and achieving academic success

Personalized, enjoyable, and rewarding study experience



What do they SEE?

Study materials that is tailored to their individual needs A vast sea of study materials.

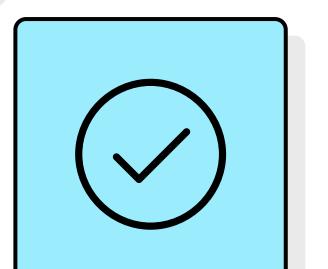


What do they SAY?

study experience."

improv

- "I can't find the study materials I need."
 - "I'm drowning in study materials."
- "I don't know where to start or what to focus on."
 - "I wish I could customize my
- "I need a way to see how well I'm doing and where I need to



What do they DO?

- Wastes time searching for study materials.
- Feels overwhelmed and procrastinates.
- Studies inefficiently and ineffective.
- Gives up on studying altogether.

