Persona (Private School CRM)

Name: Emma Roberts

Age: 35

Gender: Female

Occupation: Private School Administrator

Tech Literacy: High

about Emma Roberts

Emma is a forward-thinking administrator at a growing private school. She manages over 500 students and coordinates a team of 50 teachers. With her busy schedule, she needs an efficient and centralized solution to handle daily administrative tasks, from student enrollment to payment tracking. Emma believes that embracing digital tools is key to providing a modern and seamless experience for parents, students, and teachers.

Core Needs

- **Centralized Management:** A single platform for student data, course management, and payments.
- **Real-Time Reporting:** Quick access to performance and attendance dashboards.
- **Secure Payments:** Safe and traceable tuition payment processing.
- **Easy Communication:** Streamlined messaging system between staff and parents.

Frustrations

- Manual enrollment processes leading to data errors.
- Difficulty tracking outstanding payments across multiple spreadsheets.
- Lack of visibility into real-time attendance and class availability.
- Time wasted coordinating communication between teachers and parents via emails and phone calls.