

Target User Persona: Shantanu



DEMOGRAPHICS

Age: 11
Gender: Male
Location: Indore
Internet Quality: Poor

NEEDS

She is unable to follow her maths teacher on the video calls. She needs to study as her parents can not help her.

FEELINGS

He feels like he will fail in the exam and his parents would scold him. He has a fear that he is unable to understand the chapter well. He feels restless of trying to connect and keep sitting in front of the screen for long.

ACTIONS

He complains to his friends and parents that he is unable to follow the teacher. He ultimately gives up and starts playing cricket in the house instead.

Target User Persona: Manu



DEMOGRAPHICS

Age: 8
Gender: Female
Location: Bangalore
Internet Quality: Good

NEEDS

She needs to connect with her friends during the online classes as she went to school only to play with them.

FEELINGS

She feels pressured when everybody tells her what to do all day. She is becoming impatient and has trouble sleeping on time. She misses playing outdoors with friends.

ACTIONS

She avoids the video call with teacher if she can not see her friend.. Wakes in the middle of the night and paints.