

#1

Parent looking for a summer activity for their child



Michelle Lee

32

Product Manager, Apple

PROBLEMS

- Busy lifestyle makes it hard to search for options
- No time to wait on phone calls

NEEDS

- A summer activity for her son to keep busy
- Convenience of where the classes are organized
- Options for online booking
- A school that actually cares

EMOTIONS

- Competitive: Wants her child to be as / more competent than his peers.

#2

Parent looking for an after-school program



Marcus James

36

Branch Manager, Wells Fargo

NEEDS

- An after school program for his daughter
- Convenience of where the classes are organized
- Options for online booking
- Friendly, qualified, understanding teachers

PROBLEMS

- Busy lifestyle makes it hard to search for options
- No time to wait on phone calls
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EMOTIONS

- Wants to discover whether his daughter finds science interesting, and maybe pursue a career in the domain
- Regrets not learning computer science when he was a child, and wants his child to have the chance

#3

Parent looking for specialized training



Maria Cortez

35

VP of Human Resources, IDEO

NEEDS

- Private / semi-private training for daughter
- Convenience of where the classes are organized
- Options for online booking
- A teacher who's an expert in the field the students is interested in (for eg. a Roblox class)

PROBLEMS

- Finding a teacher that suits the personality of her child
- Being sure the coach is experienced
- Busy with schedule, needs flexibility

EMOTIONS

- Nurturing
- Wants to provide her child the opportunity to excel

#4

Parent of a high-school student



Patricia Laurent

42

Design Consultant, Amazon

NEEDS

- Getting her son Brad to university.
- A way for him to spend time that fulfils his career prospects

PROBLEMS

- It's hard to discover what her son likes
- Most courses can be too demanding, which makes students quit midway

EMOTIONS

- Will Brad end up in a lucrative profession?
- He should be able to build a career to support himself in the future...
- I can teach him design, but not programming

#5

High school student that
wants CS learning



Samar Hossein

17

Student, Mountain View High

NEEDS

- An opportunity to see if CS is a field for him
- Getting a head start in programming
- Finding a community of students interested in programming

PROBLEMS

- Will this be interactive
- Does not want harsh deadlines that compete with high school homework
- Wants to interact with people keeping some privacy

EMOTIONS

- Shy
- Stressed by school work
- Wants to learn a new skill!

#6

Teacher: Professional development / Lesson plans



Nancy Chang

29

Teacher, SJ Primary School

PROBLEMS

- Time to spend preparing for a class is tight
- Classroom time is also limited, need to find material that can teach several topics (eg. Math + coding)
- Money needed for training
- Never programmed before, how much of an expert does she need to be?

NEEDS

- Find ready to use material for her class
- Looking for additional content and ideas for her class
- Training opportunities that helps her progress in her career path as a teacher
- Making sure the content excites her students

EMOTIONS

- Scared of not having any experience programming
- Pressured by the school to accomplish so much in so little time

#7

Supporter: Who makes a donation / gives a grant



Tony Fernandez

52

VP Education, Microsoft

PROBLEMS

- Lots of organizations out there claiming to provide educational services, where should he donate?
- Not knowing how much others generally contribute

NEEDS

- To see the value of donations that his team makes
- Clarity on where the funds will be allocated

EMOTIONS

- I want to be able to create learning value through the Microsoft grants I'm allocating.
- I need to impress management with my choices
- What will make an impact