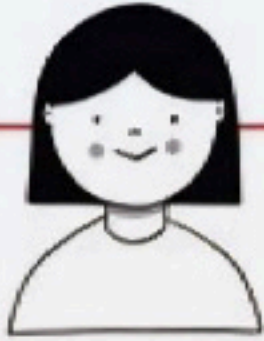


USER PERSONAS



Sara

Age: 13

Interests:

- social media and making creative arts

Goals:

- Learn cultural stories to create content
- Access visually engaging content

Pain points:

- wants the platforms to feel modern and trendy



Amir

Age: 15

Interests:

- History and traditional festivals

Goals:

- Understand the origins of Persian festivals
- Discover unique stories that let him to get connected to his origins

Pain points:

- Needs context to be explained simply



Sama

Age: 11

Interests:

- Reading stories online

Goals:

- Be entertained
- Access visually pleasing platform

Pain points:

- Loses interest in static and outdated designed websites