



Personal information

Name: Arjun
Age: 38
Gender: Male
Occupation: Software Engineer
Marital Status: Married
Location: Beaverton

"My son just needs a little extra help with his writing skills."

Personal profile

Aryan is a computer engineer for Nike in Beaverton, Oregon. He, his wife, and two children (ages 15 and 17) moved to the United States four years ago. They all knew English before moving here, but they didn't realize that higher level reading and writing would be such a struggle for their 17 year old son. Nike pays for the family to receive intense English lessons, but it hasn't been enough to get their son's writing level high enough for college. They spend their evenings with a lot of extracurricular activities and don't have extra time.

Key Attributes

- Works long hours.
- Is only available to help with homework on weekends.
- Is able to monitor child's progress online.

Domain Specific

- Helps kids out with their writing, but doesn't feel qualified
- Doesn't have enough time to help
- Doesn't know where to go or who to ask for help

Internet Usage

tech-savvy
owns multiple computers
uses mobile devices

Goals

Spend more fun time with the family.
Spend less time working with kids on homework.
Have successful children (better writers)