

User Personas



Ahlam Iazaar

“Lack of work experience is the main thing that makes me doubt my knowledge”

age: 23 years
Location: Benguerir
Education: Masters in Physics

Bio

Ahlam is a physics student in UM6P - Benguerir. She is in her final year of Masters, she likes getting involved with charities. By making friends in the same field as her, she makes sure she is enjoying while working on her professional profile

Goals

- Growing her network
- Finding jobs that match her skills
- Getting involved in physics communities

Motivations

- Broadning her knowledge
- Helping others
- Making her parents proud

Frustrations

- “What makes me mad is the fact that you need experience to get a job and you need a job to get experience...”
- “Most of the time I feel lost in interviews, even though I had enough experience in public speaking...”
- “Having no one to guide you when it comes to getting a job or an internship, makes the process scary...”



Meriam Guessous

“Having people to guide you in the dark times can make the difference between success and failure”



Ahmed Kamili

“With all the technology available to us we should take advantage by sharing more”



Zakaria tazi

“Social and soft skills have the same importance as the professional knowledge”



Oussama Tarik

“Helping each other will certainly make us all grow together”

age: 27 years
Location: Benguerir
Education: Business PhD student

Bio

Oussama is an ambitious phd student and an aspiring entrepreneur. As a teenager, he helped his family's business expand to the virtual world by running marketing campaigns on social media, now he is an active member of online business communities.

Goals	Motivations
• Build his own startup • Inspiring people around him • Improving his economical status	• Having impact on others' lives • making the world an equitable place • Stories of successful people
Frustrations • “Fear of failure paralyse me while looking for new opportunities...” • “Being young is not always a bless specially with no guidance nor experience...” • “I am not sure if my academical knowledge is applicable in the job market...”	