

## HW13-Team: Creating a Persona

### Template/Instructions

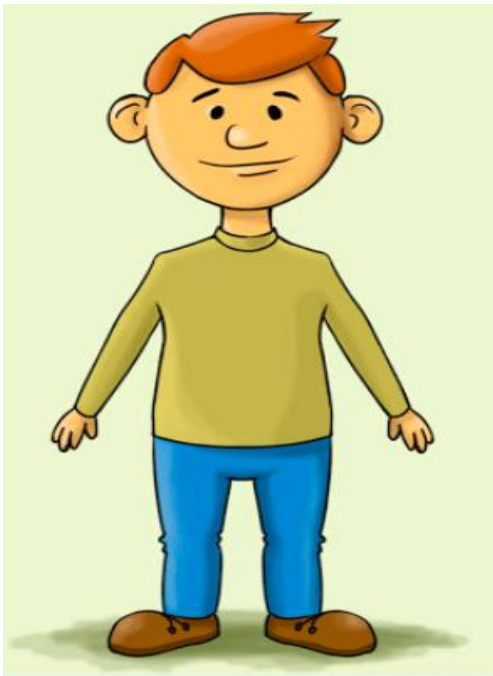
Using the results of your customer interviews and Persona examples we reviewed in UX-Part 1 class, create three personas for your target users. Fill out a template (below) and be as detailed as examples in that class.

List all students who actively worked on this Assignment:

1. Name: Aishwarya Yatin Samel
2. Name: Neha Sadhasivareddy
3. Name: Sachin Kumar
4. Name: Shweta Gupta

Short Bio

James is a student studying in Northeastern University, Boston. He lives in a large foodie family back home. His father is an established businessman, yet he came to a foreign country to pursue his dreams of studying master's in computer science. He is an international student, who wants to buy groceries and utilities at affordable rates and cannot afford to book a cab every now and then to go to stores like Walmart, Costco that are pretty far away from the campus.

Motivations

James always tries to build a network of friends on social media platforms, so that they could take him shop. James always tries to co-ordinate with his roommates to ensure that they have bought everything that they need. James tries to get stuff in bulk so that they do not have to make frequent visits.

Goals

James would love it if he had some help in getting few essentials for him. James loves to eat homemade food and makes sure he cooks for himself and his friends. He would be relieved if he could get his local food items cheap. It would also be comfortable for him if he had a network of friends or people that owned a vehicle and would help him with the grocery and utilities shopping.

Frustrations

He hates it when he comes back from his grocery shopping and finds out that he left out a couple of items

He absolutely does not like to shop in retail stores nearby his college that sell things much costlier than huge outlets like Walmart and Costco. He is too upset to lug around huge shopping bags in public transport.

Behaviors/Personality**Goal oriented-**

He is very clear about what he wants to do, which made him leave his father's established business to come to a foreign country to live his dreams

**Frugal minded**

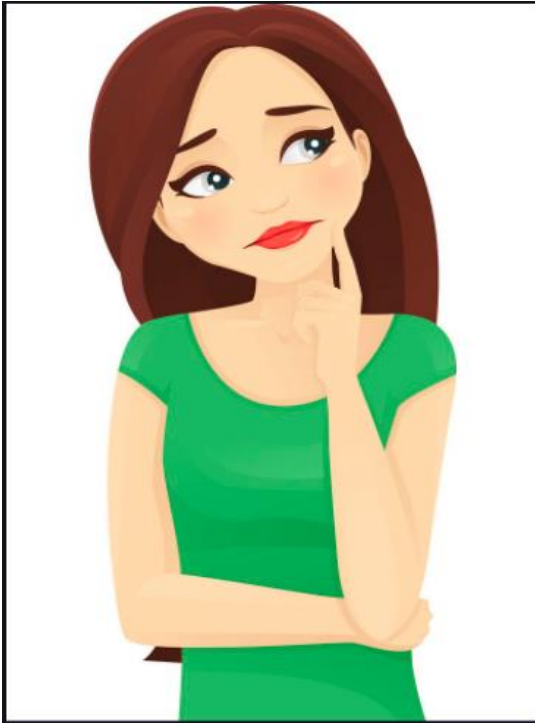
He does not like to waste money on products that could be bought at a cheaper price. He always tries to save money wherever possible.

**Health conscious**

He believes in eating healthy homemade food and he makes sure to cook his own meals, which shows how concerned he is of his health.

**Short Bio/History**

Pratyaksh is a student from Northeastern University Boston. He once a month did the Indian grocery run and once a week for fresh groceries (Vegetables). He had to book either cab or book Zipcar for a day, which costs him a lot. He desperately needed to go out and get some fresh groceries but couldn't as he was alone and had interview scheduled throughout the day.

**Motivations**

He always asks his roommates if they need anything whenever he makes a visit to the market.

For each grocery run he and his roommates share price.

Having helpful nature, he sometimes goes and get necessary things if any of his friends/roommates were busy or ill.

**Goals:**

He wants to get as much as possible groceries in bulk so as not avoid making unnecessary visits.

Happy to share the price travel for small weekly runs

He would be helpful if someone gets him the essentials

**Frustrations**

He hates multiple visits to the store when nobody is around to share.

He felt it very time consuming when he had a lot on his plate.

**Behaviors and Personality****Analytical**

He always analyzes how much will the travel and the grocery cost him online verses offline.

**Helpful**

He always asks his friends whenever he is out or on his way to home from university.

**Loyal**

He always paid his share on time

**Short Bio/History**

Aishwarya is a 25-year-old NEU student who lives in Seattle. She commutes for grocery shopping every week. Since she doesn't own a car, she books a ride in Uber which will cost her around \$70 for round-trip. It is very expensive for students. Though she can share a ride with her roommate, which costs her \$35, sometimes there will be a situation where she must go alone. She faces a difficulty in grocery shopping due to time and financial constraints.



**Motivations**

She loves to be help people around her  
Valuing time and trust is very important for her  
Convenience to use an app matters a lot  
She wants to get the groceries at comfort rather than making multiple big trips every week  
She would appreciate if her friends get groceries for her  
Doesn't prefer needlessly buying too much food at

**Goals:**

To reduce the cost of grocery shopping especially for the students  
To help the students in saving time  
Foresee people going for grocery trips and get help when she doesn't have time  
To have a trusted people who is reliable when getting help or when she is offering help  
To have an integrated platform to find peers, list groceries, make payments and review each other

**Frustrations**

Not being able to go to grocery shopping or connect with peers to get help when she is busy  
Paying high on Uber rides  
  
Lack of compatible app which has integrated solution. Other apps like Instacart charge high and relying on friends is not always an option

**Behaviors and Personality**

Extrovert  
  
Helpful  
  
Passionate  
  
Optimistic  
  
Active  
  
Sensing  
  
Analytical thinking  
  
Perceiving