

PERSONA DESIGN FOR SNAPCHAT



- **Name :** Leah Morgan
- **Demographics:**
 - **Age:** 19
 - **Gender:** Female
 - **Location:** New York, NY
 - **Income:** No income - Parents pay for college
- **Background:**
 - **Job:**
 - No full time job.
 - Works part time at the college cafeteria.
 - **Family:**
 - Currently lives with roommates in a college apartment.
 - Has a younger brother and elder sister.
 - **Education:**
 - College sophomore
- **Affinities/Interests:**
 - **Hobbies:**
 - Plays guitar
 - Plays soccer
 - Baking
 - Online shopping
 - Partying
 - Pop music, movies, TV shows popular with teens.

- **Habits:**
 - Constantly takes photos and videos.
 - Keep up with all the latest social media trends.
 - Active on all social media platforms.
- **Goals for Snapchat:**
 - Share photos/videos about everyday life instantly.
 - Stay connected with friends and family.
 - Engage with brands/influencers relevant to her.
 - Wants to share fun moments with friends throughout the day.
 - Showcase her baking talents.
 - Share casual content without worrying about it being "permanent".
- **Challenges:**
 - First time Snapchat user.
 - Finds difficult to navigate through different features in the app.
 - Prefers other social media apps over Snapchat.
 - Cannot afford the premium features.
 - Concerns about privacy.
- **Day in the life of Leah:**

Leah wakes up in the morning everyday at 6 AM. She goes to her soccer practice for 2 hours. After this she goes to her college. She interacts with her friends and takes constant selfies and videos throughout the day. She takes a picture of her Starbucks coffee everyday and puts it as a story in her private Instagram account. She then goes to work at the college cafeteria. After coming home, she browses through Amazon to shop for the latest fashion clothes. In her free time, she bakes and posts her cooking videos/photos on social media. Finally, before going to sleep she scrolls through Tik tok to send reels. She also uses Instagram to send messages to her friends back at home and watches their stories to keep updated on their day to day life.
- **Realistic, Viable and Targetable of this persona:**

This persona is very realistic, viable and targetable. Leah is an excellent target for Snapchat because she represents the majority user base of the application - young and social media savvy. Leah is a very interactive person who prefers to send constant updates about her everyday life to her friends and family which makes her an ideal target user. The major functionalities of snapchat are very much aligned with her goals so it's very realistic that Leah would become a user. She could send all her daily coffee photos, baking videos easily to friends without having to worry about saving them permanently.

- **Like about the persona:**

I like about Leah is that she's a young and active social media person which reflects the majority user base of Snapchat. Her interests for taking photos and instant need to share fun and engaging content with her friends makes Snapchat to be the best platform for her.

- **Dislike about the persona:**

Since she's more active on other social media applications like Tiktok and Instagram, it might be difficult to keep her active and engaging in Snapchat. Since she's more concerned about her privacy, it might be a little difficult to have her as an active user if the security policies are not properly understood by her. Having relevant content she's interested in will only convert her to an active user in the future. Since she's a college student and doesn't have a good income source, she may not buy the premium features available on the application.

- **Creating content to engage the persona:**

To make or retain Leah as an active user of the application, Snapchat should try to create more fun and creative filters/lenses that would allow her to take pictures with her friends. The application should allow her to follow celebrities or influencers she's interested in. Snapchat should create constant stories/advertisements that will align with the latest fashion trends or food preferences she's interested in. Giving her custom notifications when her friends join Snapchat, will promote her to engage more in the application. Since she's concerned about privacy, giving her control over the storing of snaps or videos will be good. Making the application easier to use rather than having too much information will allow her to make Snapchat her go to application.