

# Persona

**Marcus**  
20, Los Angeles  
Engineering Major

**PERSONALITY**

- Gamer
- Introverted
- Design Thinking
- Open-minded
- Coding

**BIO**

Marcus recently started a new job as a UX Product Eng. Intern at a nearby non-profit organization. He lives at home with his parents and is just trying to complete his degree and still have free time for gaming with his friends. He's excited to communicate with his peers online.

Outside of school he's a hardcore pc gamer. He enjoys reading gamer blogs and will sometimes go to gamer-related conventions if they're nearby. He's also tuned into gaming streams on Twitch.

**Motivations**

APP LOYALTY: [Progress Bar] PERSONAL USE: [Progress Bar]  
USER NEEDS: [Progress Bar] SATISFACTION: [Progress Bar]

**Goals**

- Communicate with others in a Voice Channel easily
- Have fun chatting with friends while in game
- Group message
- Share files

**Frustrations**

- Finding new friends in games / online
- Not knowing when friends are online / available to play
- Being talked over in a voice channel

**Behavior**

Attention Span: [Progress Bar]  
Productivity: [Progress Bar]  
Discord App Usage: [Progress Bar]  
Free Time: [Progress Bar]  
Time Management: [Progress Bar]

**Influences**

- COLLAGE
- SOCIAL MEDIA
- PEERS
- REDDIT
- TECHNOLOGY
- PARENTS

**Frequently used apps**

Discord, Google Chrome, League of Legends

**STATUS** SINGLE **INCOME** \$15 / HR  
**PRIORITY** S-TIER **ARCHETYPE** STUDENT

# User Stories

## us.01

Description: Add Friend

Acceptance Criteria:

- Friend is discovered
- Friend profile is displayed
- Friend can be added to the friends list

## us.02

Description: Join Server

Acceptance Criteria:

- Server is joinable/discoverable
- Server has channels to join
- Joining server adds to server list

### **us.03**

Description: Mute Other Users in a Voice Channel

Acceptance Criteria:

- Other users can be muted if in the same channel as you
- Mute option is togglable
- Other users stay muted even after leaving and rejoining channel
- Other users are not notified that they have been muted

### **us.04**

Description: Create Private Call

Acceptance Criteria:

- Can create private call with an individual user from friends list
- Can create private call with an individual user from friend profile
- Private call is created
- Private call connects to specified user, IFF specified user accepts call
- Specified user can decline call

### **us.05**

Description: Add Other Users to Private Call

Acceptance Criteria:

- Other users can be added to already established private call
- Other users connect, IFF other users accept call
- Other users can decline call

## us.06

Description: Send Group Message (Text Channel)

Acceptance Criteria:

- Message is sent
- All users with access to text channel can view message
- Message can be edited by sender
- Message can be removed for all viewers by sender
- Message can be removed for all viewers by server host or admins

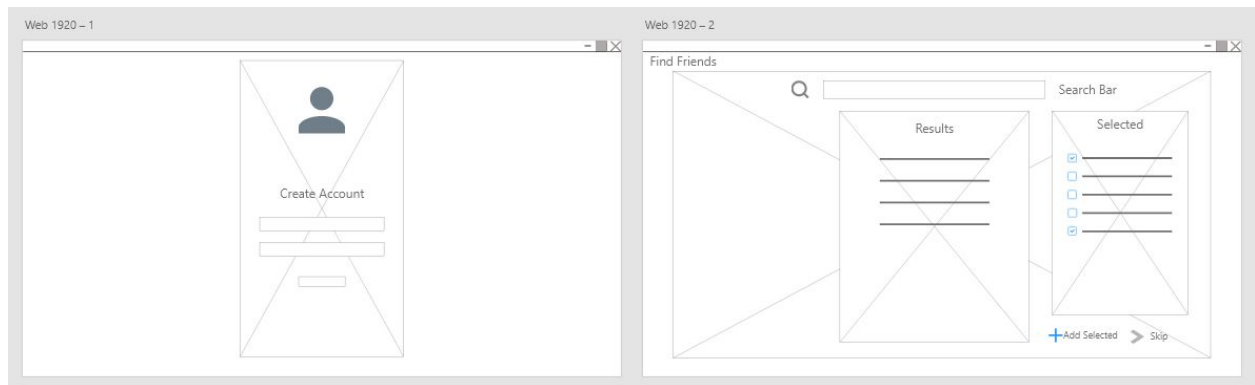
## us.06

Description: Share File with Friend (Direct)

Acceptance Criteria:

- File size is checked, if too large notify uploader with max file size
- File is placed into app cloud for retrieval
- Receiver is linked to file location in cloud
- Receiver is prompted before retrieving
- If receiver accepts, prompt local file save location; if save is selected, file downloads

# Wireframe



#### Wireframe Feedback:

- Simple account creation
- Easier to search for friends

## Summary

1. Gathered User Data via Google Form (Link Below)
2. Created a Generalized Persona based on Form Data that Reflected one Type of User
3. Created a Low-Fidelity Wireframe to Address User Needs
4. Received Feedback on Wireframe
5. Ready to Further Improve Conceptual Design based on new Feedback

#### Form Data:

[https://docs.google.com/forms/d/e/1FAIpQLScS-\\_CFJbflpNyGYVFse0ZPNfBLyMO1zTlSz-q\\_PBv9CXOMBQ/viewanalytics](https://docs.google.com/forms/d/e/1FAIpQLScS-_CFJbflpNyGYVFse0ZPNfBLyMO1zTlSz-q_PBv9CXOMBQ/viewanalytics)