

UXD / IXD


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User Personas & User Goals



Stats for Kara
Life-stage: looking to start in the workforce
Age: 20-25 years
Annual income: € 9,000
Internet usage: many times a day

Relationships group
Marital status: single
Children: no

Education/skills school
Education level: an undergraduate degree
Technical level: super comfortable
English level: native

"I just want enough money to buy a good car"

Energetic Millennial Kara


Kara is newly graduated from her university and is looking for a job to start off her career.

Kara is motivated by finding opportunities for her future. Kara is 20-25, and lives in the suburbs. Kara is single, has no children and is often kept busy with social media.

Kara is super comfortable with technology.


She wants to use her social media skills to possibly do digital marketing.

Jargon familiarity




Kara is not familiar with the industry specific terms that are used in the industry at hand.

Spare Time



On an average day, Kara has plenty of spare time.

Comfort with technology



Kara is super comfortable with technology.

Social Media usage
Of all the time spent on social media on an average day, the distribution of time is as follows:

Instagram	<div><div></div></div>
Youtube	<div><div></div></div>
Snapchat	<div><div></div></div>

“Entertainment”

Empathy map:

Empathy map

Think & Feel

1. Fitness and health are important.
2. Trying to start a career
3. Loves seeing friends and going out
4. Find's it important how she projects her self online
5. Wants to move out of her parents home

Hear

1. value's advice from dad
2. Social media
3. Friend's advice

See

1. Family
2. Friends from school
3. Friends from hometown
4. Fitness buddy's



Millennial Kara.

Say & Do

1. Very friendly and upbeat.
2. Very eager to find a job.
3. Concerned about her appearance and her online personality.

Pain

1. Stressed about starting a new job and career path
2. Does not make enough money right now to move out.

Gain

1. Wants a job
2. Wants a place for herself
3. Searching for a partner

Define:

Problems:

How might we find a job?

How might we look for our own place?

How might we find a partner?

Pov:

-I will use job application apps and websites to apply for jobs that suit my preferences and the topics I have got a degree for. I may also use other resources like friends or family with for example recommendations.

-There are websites and apps that can be used to find housing. although the housing market is really bloated right now. It is not an easy thing to do as a starter especially if you don't have a partner or friends to share the cost with. Another option is being registered with a housing corporation. they will put you on a waiting list for a starter house or apartment. This however can take several years to find you a place.

-Dating apps like tinder are the most busy they have ever been. especially since corona restricts seeing and meeting new people. These are good options next to the normal ways of meeting someone.

Mindmap:



App idea's:

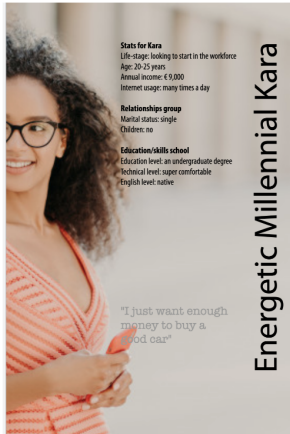
Fitness app:

Improves workouts by managing your exercises, reps, sets, maybe add a social aspect to

Uitgaan app:

Snapchat + stappen maar dan echt gericht op uitgaan. meld je aan als bar en mensen kunnen stories posten zodat je kan zien of het er een beetje gaande is.

User scenarios:



Fitness is essential to Kara's life.
She tries to workout at least 3 times a week

Obstacles Kara faces:

- She's not the best at keeping track of her progress.
- She has no easy way of sharing her workouts with her friends.

How will Kara interact with the app?

Questions Kara will ask:

- How can I keep track of my progress
- How do I add custom exercises
- How do I share it with my friends
- How do I engage with the app to keep me pushing for new goals

Who influences Kara?



Kara's situation?

Goals, motivation:

- Staying fit.
- Seeing friends who also train at the gym.
- A moment off stress relieve.

Going out is an important stress release
Kara has in the weekend's

Obstacles Kara faces:

- Which place is the best to go to?
- Where are here friends going?
- Which place is the most fun?

How will Kara interact with the app?

Questions Kara will ask:

- How can I see if a place is buzzing?
- How do I share my stay?
- How do see the bar info?
- How do I get more people to join?

Who influences Kara?



Kara's situation?

Goals, motivation:

- Seeing friends.
- Meeting new people.
- Having fun.

