

GROUP 1 HMI Activity

Lecture 7 User Persona

Project Name: Wrong Answer on Pretest 2 (WAP2)

Project Description: To provide a competitive programming companion with performance statistics, group leaderboards and contest notifications.

Members: Soumil Sinha (B20CS071)

Ishaan Shrivastava (B20AI013)

Shrutayu Aggarwal (B20CS096)

Anirudh Srikanth (B20CS006)

Abu Shahid (B20CS003)

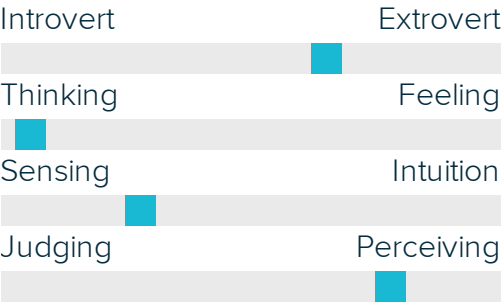
Matt Starmer



"Surround Yourself with People Who Believe in Your Dreams "

Age: 20
Work: Student
Location: Ahmedabad, Gujarat
Character: Ambitious

Personality



- Ambitious
- Passionate
- Tech novice
- Simplistic

Goals

- Grasp the concepts of competitive programming and not just practice without a target.
- Compete with his friend circle.
- Grab a placement at one of the top tech companies.
- Earn to fulfil his desires.

Frustrations

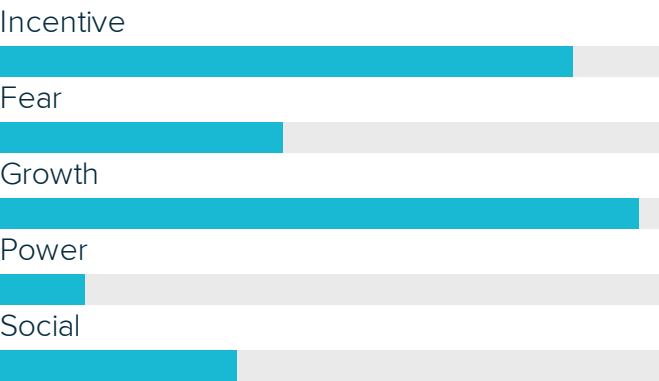
- Navigating through not-so-user-friendly competitive coding platforms.
- Not being able to keep track of his performance.
- Not being consistent in his efforts towards competitive programming.

Bio

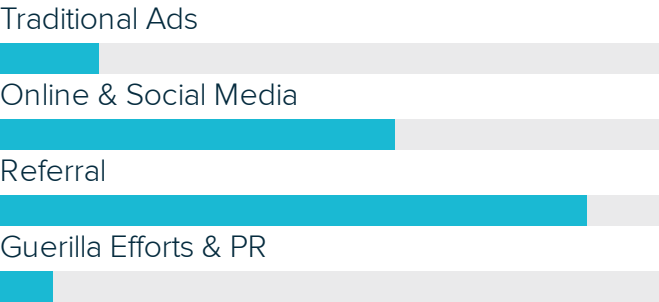
Matt is a second year student studying at National Institute of Technology, Surat. He has been practicing competitive programming (CP) for a few months now but is unable to chart a clear path for it. His friends are more consistent at CP than he is and he feels left out sometimes.

He is very ambitious and wants to grab some of the best placements that are available on campus. If he gets a decent package then he'd like to travel the world.

Motivation



Preferred Channels





"Competitiveness brought me to Competitive Programming"

Name: Swathi

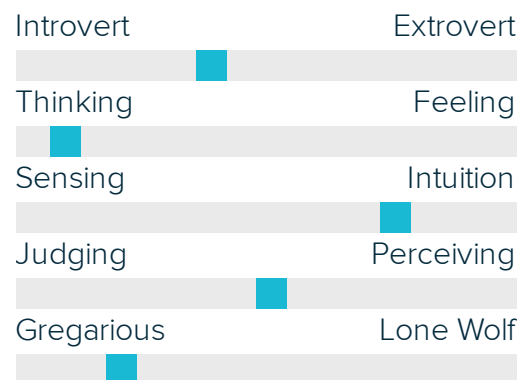
Age: 21

Work: Student

Location: Bangalore, Karnataka

Character: Competitive

Personality



Competitive

Hard Worker

Gregarious

Goals

- Want to get a job at FAANG
- Wants to become the best in her friend circle
- Wants to support her family
- Wants to travel the world

Frustrations

- Not being able to keep track of her progress quantitatively
- Worried about performance in placement season
- Not being able to quantitatively measure her rank within her friend circle

Bio

Swathi is a final year student studying at Indian Institute of Information Technology, Bangalore. She hasn't received a PPO in her 3rd year, and is worried about placement season, as she comes from humble beginnings and has to support her family.

Swathi knows that in order to get placed at a big FAANG company she would need to get good at competitive programming in order to ace the coding interview.

Swathi has a close circle of friends who have the same goal as her, and so Swathi wants to track her progress relative to them, as she would be competing with them during the coding round as well.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Referral

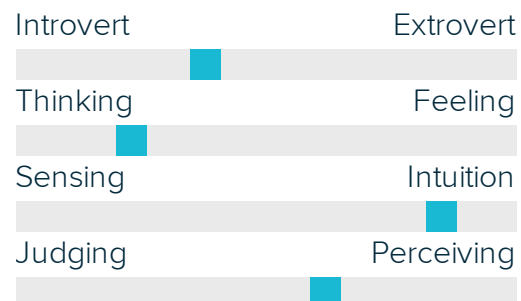
Guerilla Efforts & PR



"Code is like humor. When you have to explain it, it's bad. "

Age: 20
Work: Student
Location: Varanasi , Uttar Pradesh
Character: Passionate

Personality



Problem Solver

Good speaker

generous

Goals

- Wants to get intern as well as placed at faang.
- wanted to explore the whole world.
- wanted to support my family.

Frustrations

- Getting tensed about the internship and placements.
- Getting oh high competition at on campus.
- Now able to have the record of my performance.

Bio

Apollonia is a 2nd year student at Indian Institute of Technology, Varanasi (BHU). She is seeking for the internship in some fang company in her summers.

She wishes to get intern and then the PPO in same company to have a feeling of relaxation at the time placement session.

She knows that to get the intern at fang she needs to have a great programming skills and the good hand over Data Structure and Algorithms.

She also knows that how a good community/ friends she needed to achieve the same as she would be knowing some concepts new and how her friends solve them.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR

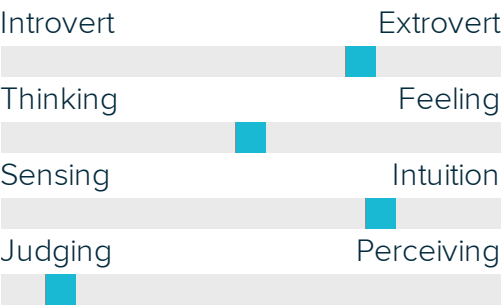
User Persona Name



"The trouble is, you think you have time."

Name: Shrutayu
Age: 24
Work: Programme advisor
Family: None
Location: Bengaluru

Personality



Focused Multi-Talented

Goals

- Wants to switch between different fields of work
- Likes to earn money in his own time.

Frustrations

- Is tired of working long fixed hours daily
- Does not know others sharing similar aspirations

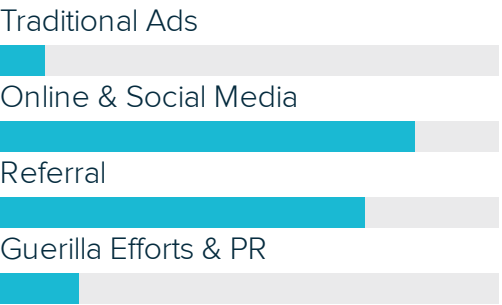
Bio

Shrutayu is a Programmer advisor, working for a new-age Ed-Tech startup company who is unable to cope with the demands of a 9-5 and wants to segue into the freelance software developer role.

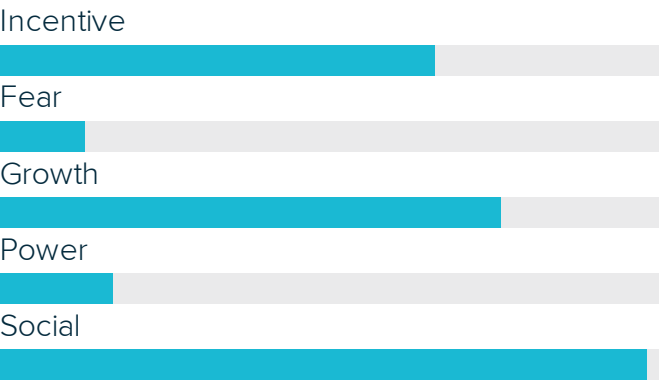
Coming from a fairly well-esteemed computer science degree, he has the qualifications, skill and knowledge necessary to make it in the industry and simply requires to expand his social circle and find people in a similar situation as him.

Like Swathi, Shrutayu is capable of finding out the requirements needed to pass coding rounds to get into a FAANG.

Preferred Channels



Motivation



User Persona Name



"It's either win or lose, there is no bronze medal in the real world"

Name: Daisy

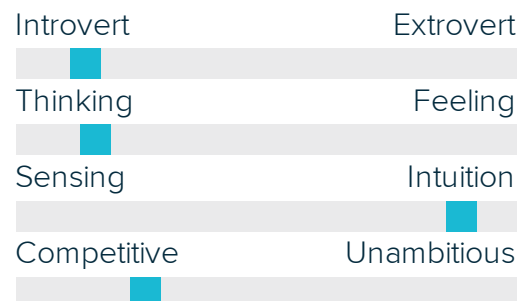
Age: 20

Work: Student

Location: Malabar, Kerala

Character: Competitor

Personality



Competitive

Ambitious

Hard Working

Goals

- Win ICPC World Finals
- Place India's name in the world under the domain of competitive programming
- Want's to get a job where her skills of Competitive Programming will be put to good use

Frustrations

- Not able to track their progress
- An obstacle that prevents this user from achieving their goals.
- Not being able to see her current ranking with respect to her competitors in the ICPC World Finals

Bio

Daisy is a Competitive Programmer in her 3rd year of engineering. She always had the goal of representing and winning India a Gold Medal at a National Olympiad.

Daisy had participated in the Math and Science Olympiad in High School but didn't manage to crack it. Since then she wanted to achieve her goal through ICPC, and wants to quantitatively measure her improvement relative to the people she wants to compete with in the world finals, especially the Russians, who have had exemplary performance every year.

India has never won any medal in all these years and daisy wants to change that.

Motivation

Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR