

Análisis de usuarios

Chunks

Dividir la información en pedazos pequeños para que las personas puedan recordarlas con facilidad

Análisis de *Personas*

Objetivo principal:

Agrupar a los usuarios por tipos o grupos de individuos que tienen las mismas necesidades.

Estos 'usuarios modelo' nos permite tener una clara idea de sus necesidades y condiciones



NAME

Leia Organa
Princess

"Darth Vader destroyed Alderaan (my home planet), and is taking over The Galaxy. I will not sit still for this! I need to defeat him. But how?!"

If only there was a way to destroy the Death Star and defeat the Empire once and for all..."

QUOTE

#KEYWORD
Bold

Leader

Courageous

AGE

21

TECH-SAVVY

* because she's
from the future

5

/5

FRUSTRATION(S)

The Empire destroyed
her home planet

She doesn't know how to
destroy the Death Star

GOAL(S)

To defeat the Empire

To restore democracy
within the Galactic
senate

Jasmine Ultimo



Age: 21
Work: Nursing Student
Family: Single
Location: NY,NY
Character: Open Minded

BRANDS



GOALS

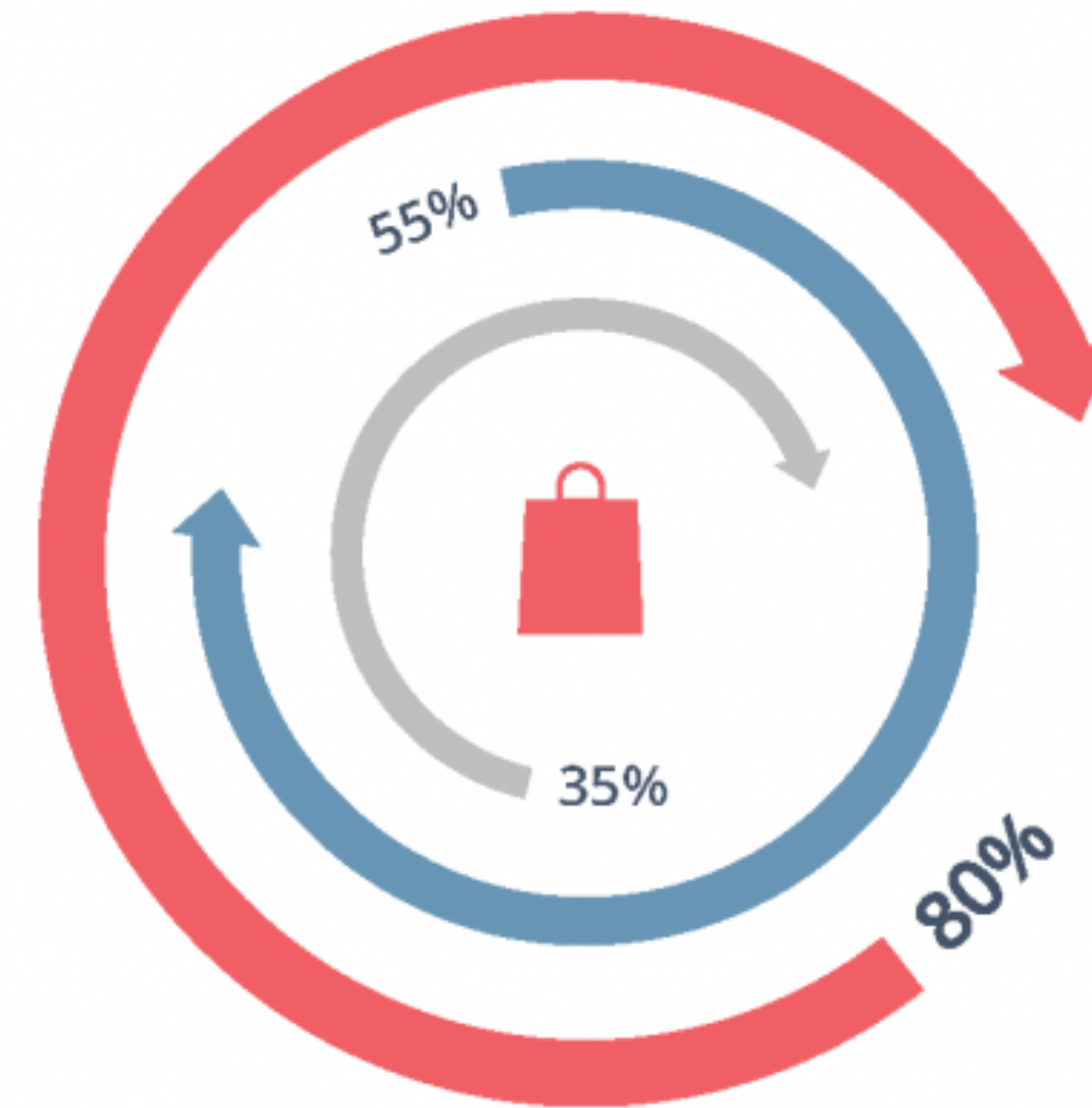
Gain a full-time job as a stylist.
grow personal clientele base .
Build a social media presence for brand.

PERSONALITY



BIO

Jasmine Ultimo lives in NYC working as a intern at a hospital part-time and also has a part-time job at foot-locker as a cashier. Her day to day can be very hectic. A typical day in Jasmine's life proves that she is always on the go. She is normally running from school to her internship to work. In between all that she has to fit in time to study and handle the loads of papers you get during the program.



- SHOP ON MOBILE
- VIEW ONLINE WHILE IN STORE
- SHOP ONLINE (ON PC)

FAVORITE APPS



Instagram Facebook



LillieMoody

PERSONA TEMPLATE

AGE 26
OCCUPATION Visual Designer
STATUS Single
LOCATION Dublin, Ireland
TIER Occasional Lotto Player
ARCHETYPE Convenience Junky

Lazy Impatient Intolerant



"If have to register all of the time, login, or put my details, or my card in for every transaction, that would be ridiculous."

MOTIVATIONS

Prospect of winning
Convenience
Checking Numbers
Security
Scanning Ticket
Entertainment

GOALS

- Play Lotto and Win
- To cut time
- To trust the app

FRUSTRATIONS

- Clunky UI, onboarding, reliability
- Wallet feature and lodging money
- Logging in, e-mail notifications

BIO

Lillie is a designer who loves the convenience of being able to use her phone to do just about everything in her life, and gets very frustrated when her phone doesn't just do it.

She plays the Lotto a few times a year, usually when there is a big draw advertised. She often forgets to buy a ticket in the shop, and loves the convenience of just logging into her phone and buying a ticket at the last minute. However, if the app doesn't do what its supposed to and frustrates her, she will just simply delete it from her phone.

PERSONALITY

Extrovert Introvert
Sensing Intuition
Thinking Feeling
Judging Perceiving

TECHNOLOGY

Goes to the Shop
Software Intuition
Mobile Apps
Plays Scratch Cards

Análisis de necesidades

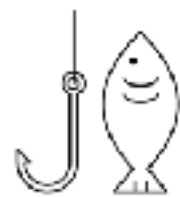
Objetivo principal:
Definir en forma global qué necesidades
satisface la herramienta y para que *personas*.



Necesidades	Usuario experto	Usuario intermedio	Usuario nuevo	Usuarios discapacitados (silla de ruedas) *
Ver mapa	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Visualizar rutas	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Consultar tarifas	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Visualizar paradas	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Consultar horarios	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Notificar anomalías	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conocer ubicación actual	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Conocer la ruta mas segura	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Ver el recorrido a tiempo real	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Conocer cuando se acerca la parada	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Consultar disponibilidad de área de silla de ruedas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Compartir rutas	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Saber el lugar de salida de los buses	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Configurar aplicación	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/> no videntes
Guardar como favorito	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Needs

Main feature



Fish log



Ability to keep record of the fish logs during a session. [Raises/Bites/Releases/Harvest]



Tournament
creator



Ability to create a tournament and invite friends to participate



Profile



Ability to save general information such as personal information and experience information



Team creator



Captain: Ability to create teams, choosing anglers and mates.
Anglers: Ability to ask to be on a team



Boat Profile



Captain:Ability to save information about the boat

Quiz 4

¿Para qué sirve la consistencia?

Dinámica

Tarea 4: Personas y sus necesidades