

Pressure Cooker Challenge

Problem Definition/ Concepting

Our subject was Education, and we were given the persona “Making ends meet Dennis”



Stats for Dennis
Life-stage: looking to start in the workforce
Age: 30-35 years
Annual Income: € 31,000 – 50,000
Internet usage: once a day

Relationships group
Marital status: married
Children: 3

Education/skills school
Education level: multiple certificates
Technical level: not comfortable
English level: conversational

“I don’t need much but I want to provide the best for my family. And be able to go on holiday abroad once a year”

Making Ends Meet Dennis

Dennis is a labor worker who works intensive, long hours to provide for his family.

Dennis is motivated by getting a promotion/pay rise. Dennis is 46, lives close to the city and works in the city. Dennis is married, has 4 children and is often kept busy with working any shifts that he can pick up.

Dennis is not comfortable with technology.

He is very skilled with his hands and often helps fix general problems in their neighbors houses for cash.

Jargon familiarity
Dennis is not familiar with the industry specific terms that are used in the industry at hand.

Spare Time
On an average day, Dennis has very little spare time.

Comfort with technology
Dennis is not comfortable with technology.

Social Media usage
Dennis is not on social media

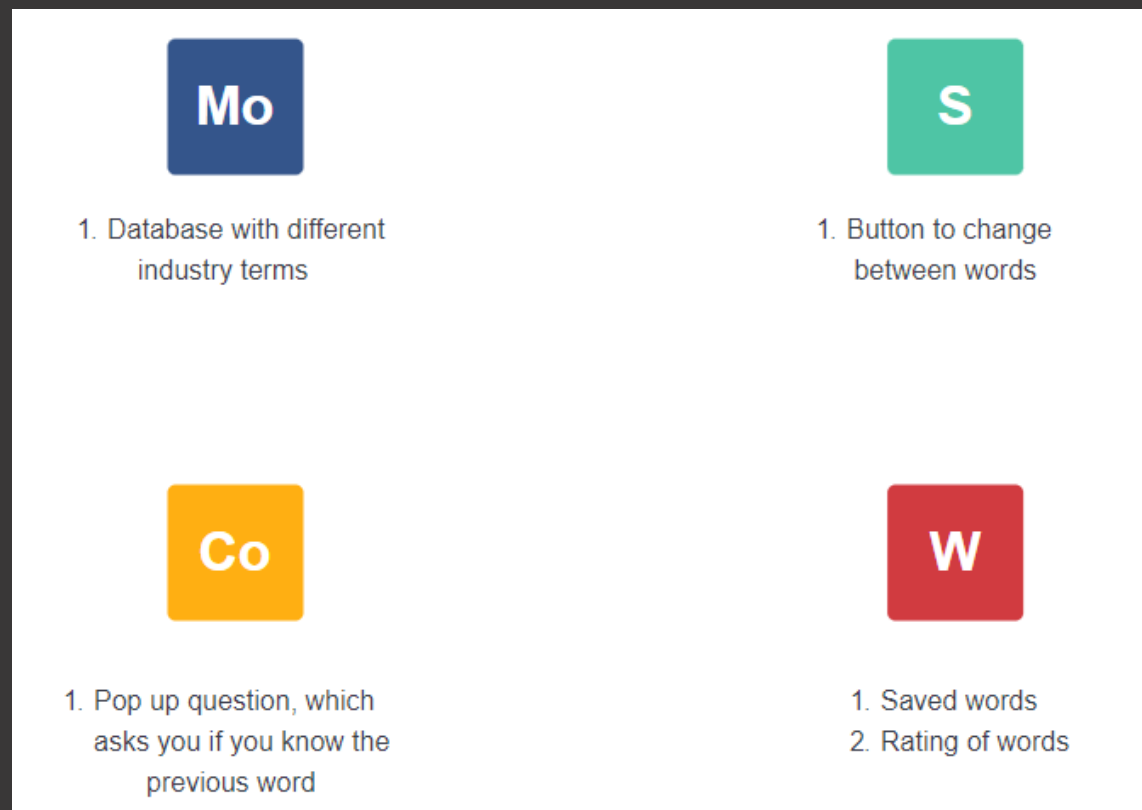
We decided to create an education app with courses and questions. Since our persona is very busy, we made it using bite sized learning, meaning only about 5-10 minutes a day. We identified that he is not comfortable with technology, so we tried making the app as simple as possible.

1.1 A day in the life

I used the CMD method “A day in the life”, so we can gain insights in Dennis’s personal life. From this we found out that he works all day, has a hobby of woodworking and maybe he won’t use his free time for technology, unless motivated to learn more industry terms for work

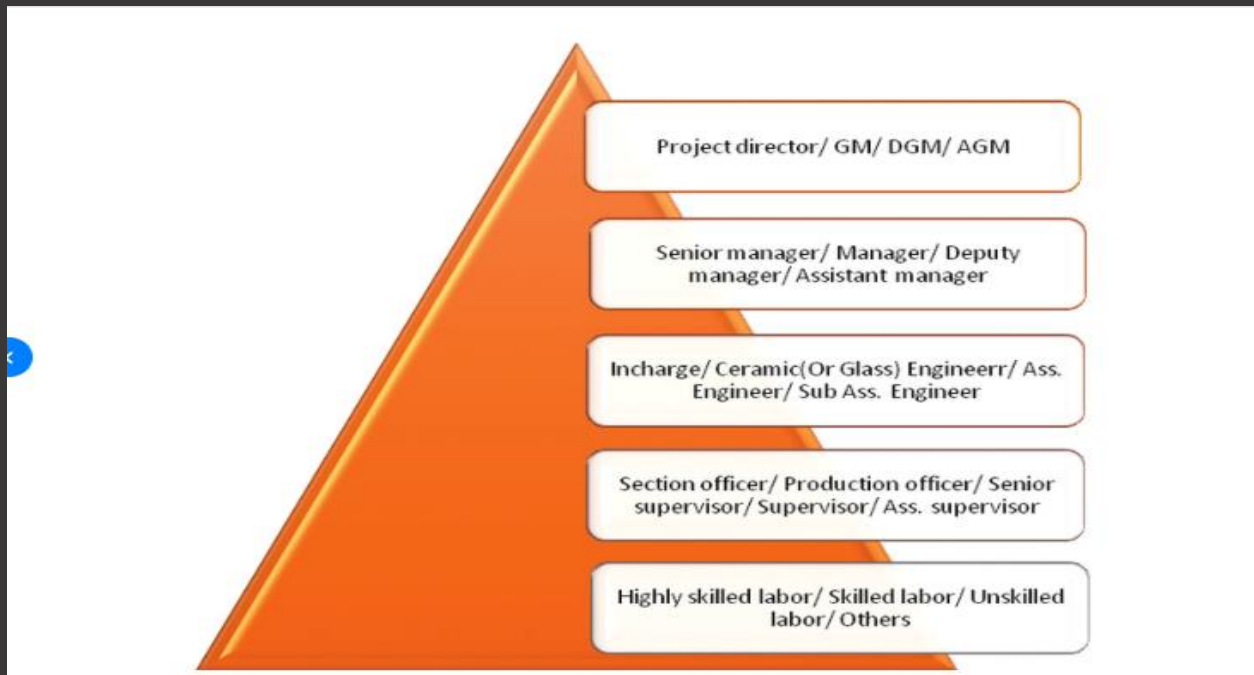
1.2 MoSCoW Analysis

I created a Moscow with our most important features.



1.3 Literature study

Here I found out a hierarchy like Dennis's. He is at the bottom, but he may not wish to get higher in it, he just wants to understand the terms, so he can do a better job.



1.4 Ideation/Brainstorming

We brainstormed different ideas how we can help our users by creating a Lotus Blossom. From that we understood what our users would want in an app. We think they would want assurance – they know their progress and they know how much they have left. They would also like certificates as proof of their knowledge.

