

TASK #04

PERSONA DEVELOPMENT

Persona Canvas

Persona Name : Nithin

Demographics :-

- Age : 21
- Occupation : Student
- Location : Urban setting

Language Learning app Usage:-

- Uses the app to learn new and different languages in their free time.
- Expresses need to build vocabulary and grammar skills by reading, listening, writing and speaking.
- Fun, effective and user friendly app ensuring to remove language barrier problems.

Needs and Behaviour :-

- Values bite sized lessons which help in learning new words and improve vocabulary.
- User frequently checks about their progress in learning.
- Desires real life conversation examples with an audio feature.

Challenges:-

- Expresses concerns about the problem in detection of words while using audio conversation.
- Expresses concerns in addition of some more languages like urdu, Russian, etc.

Emotional Response:-

- Satisfied with playful rewards and achievements.
- Happy for including cartoon characters.