



IT – 418

Ux Design for Mobile Application

Task : POV Analysis

Group Members

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User	Need	Insight
An adult professional who works long hours and lives in a metropolitan city.	To maintain their health despite a busy schedule by tracking essential health metrics and receiving personalized tips.	The user struggles to find time for their health due to demanding work schedules and wants a simple, low-effort way to stay informed and motivated without feeling burdened.
A young mother managing her family and personal health.	To track her reproductive health, manage appointments, and access reliable advice tailored to her life stage.	The user feels overwhelmed juggling responsibilities and seeks a trustworthy, empathetic platform that simplifies her health needs and provides timely, actionable insights.
A senior citizen living alone and managing chronic conditions such as diabetes or hypertension.	To receive medication reminders, monitor health trends, and access simple educational content.	The user finds technology intimidating and prefers a straightforward, user-friendly app that ensures they stay on top of their health without requiring assistance from others.
A fitness enthusiast aiming to improve their physical strength and maintain a healthy lifestyle.	To track their fitness progress, access workout plans, and receive motivation through challenges or goal-based features.	The user thrives on visible results and community engagement, desiring an app that not only tracks progress but also keeps them inspired and accountable.
A university student dealing with stress and mental health challenges.	To practice mindfulness, manage stress, and track their mental well-being without adding to their workload.	The user is looking for a safe, non-judgmental space to express their emotions and receive personalized guidance, preferring a discreet and straightforward solution that doesn't feel overwhelming.