HW13-Team: Creating a Persona

Template/Instructions

Using the results of your customer interviews and Persona examples we reviewed in UX-Part 1 class, <u>create three personas</u> for your target users. Fill out a template (below) and be as detailed as examples in that class.

 List all students who actively worked on this Assignment:
   1. Name: Akash M Dubey
   2. Name: Shiqi Yu
   3. Name: Rutuja
   4. Name: Dhrakshayani Priyanka
   5. Name: Divyank

Short Bio/History

Omprakash was born in Tripura and his family is not very good. In 2020, he studied at a university in Mumbai, but due to the impact of the epidemic, his school closed offline education and all changed to online teaching. This prevented him from using all the free resources of the school, and he did not have a good learning exchange partner. The most important point was that he did not choose to go home but lived in a slum in Mumbai, where the internet was very bad, which led him to His learning efficiency is very low. Since he can only receive online education, he really needs a software that can run under low bandwidth conditions and can learn and communicate.

Age: 17
Work: University student
Family: Unmarried
Location: Mumbai
Archetype: Students eager for knowledge

Motivations:

Price:

Course Richness:

Low Internet speed availability:

Interactivity:

Expert advice:

Goals:
- Go for more efficient learning (spend less time on page load).
- To spend less money on course purchases.
- Look for software that can be learned on low-bandwidth networks.
- To find more learning partners for academic exchanges.
- Go to get professional training or advice.
- Look for paid courses where you can get a certificate.
- Get richer educational resources, such as learning computer industry hardware and software knowledge at the same time.

Frustrations
- Spend a lot of money on course purchases-he is not very rich.
- Spend a lot of time on resource downloading and page loading-the internet speed where he lives is very limited.
- No classmates can communicate academic issues, but can only learn by himself-he is not very good at solving problems.

Behaviors and Personality
- He is an extroverted student and enjoys communicating academic issues with his classmates very much.
- He is usually not good at solving some problems, but he always finds ways to seek help from others.
- He is very easy to learn. Although his major is software engineering, he is also very eager for the knowledge of hardware.
- He was born poor and could not enjoy good resources. During his time in school, he would do everything possible to enjoy the free resources of the school.
- Under the influence of the epidemic, he did not have a fast network in the rented place, and he had to spend a long time to study in public places such as the library, which was very inefficient.
- He hopes to get the guidance of professional professors.
- He likes to seek some forums for academic exchanges, and often share the results of his labor on websites like Kaggle.

Quote: " I am looking for a low bandwidth e-learning platform"

Short Bio/History

Seema, who stays , along with her family is married and has two kids to look after. In 2020, she worked at Company located at Nepal, but due to the impact of the epidemic, her Company suffered loss of projects and decided to lay off her and other employees.
Looking at cost, with no source of income and two kids to look after, she couldn't afford existing online education. She was looking for some cheaper online education, with some community support. This prevented her from using all the existing options as she did not get cheaper community support. Since she needs cheap and effective solution, she really needs a software that can run and support community and low bandwidth conditions through which she can learn, connect and grow.

Age: 35
Work: Employee laid off
Family: Married (2 kids)
Location: Mumbai
Archetype: Employee eager for knowledge

Motivations:

Price:

Course Richness:

Low Internet speed availability:

Interactivity:

Expert advice:

Goals:

- Find a community forum and have efficient learning (spend less time on page load).
- To find learning platforms that have cheap options to buy courses unlike others expensive courses.
- Find Platforms which will run in low-bandwidth networks.
- To find mentorship for advise on career challenges
- To have Quality Courses where one can get a certificate.
- Get Industry oriented skills through forum, so as to find roadmap to build upon and grow through cheap learning options and get skilled up for job hunt

Frustrations:

- No community support online learning
- Spend a lot of money on course purchases-she can't afford without a job and has two kids to look after
- Spend a lot of time on buffering, connecting, downloading and page loading-the internet speed where he lives is very limited.

Behaviors and Personality

- She is a woman who looks after her family and was a full-time employee before getting laid off.
- She likes to study with others and learn new technologies to stay up to date.
- She is eager to learn new technologies to increase her chance of hiring as she has been laid off.
- She's looking to connect with people from similar technical background to gather information about the current trending technologies and current industry trends.
- She is seeking some expert advice to figure out her next step after getting laid off.
- Due to pandemic, even her husband and children are working/studying from home. So, she is looking for a platform which requires low internet bandwidth connection.
- She is facing some financial issues as she got suddenly laid off and is looking for a community forum that she can afford.

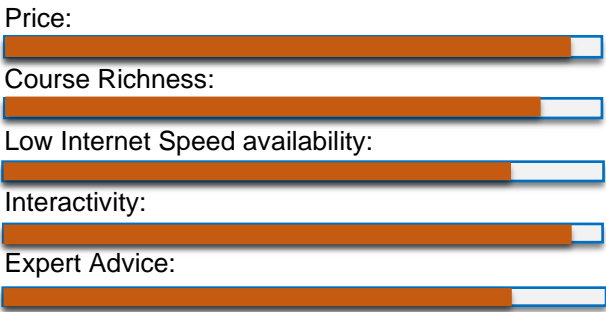Quote: " I am looking for a community support & cheap e-learning platform"

Short Bio/History

Moksh is a 12-year-old student who stays in the Mumbai area along with his family. He is in 7th standard. Because of this pandemic and school closure, he is attending school virtually. Due to financial conditions, he doesn't have a laptop or computer system at home. He is using the mobile phone to attend the classes. The major problems he is facing while studying are a slow internet connection and financial problems. Due to a slow internet connection, he was not able to attend online classes. He needs software that will provide better video quality and continuous connectivity on a low-speed internet connection, also which will help all students to get a better learning experience with interesting features like quiz etc.

Age: 12
Work: School student
Family: Unmarried
Location: Mumbai
Archetype: Students eager for fun based learning methods

Motivations

Price:

Course Richness:

Low Internet Speed availability:

Interactivity:

Expert Advice:

Goals:

- He wants to become a software developer and an ethical hacker so that he can use his skills towards building and developing amazing and innovative products.
- He dreams of working for a big multinational conglomerate that is a market leader so that he can develop the skills and gain experience from his seniors and colleagues.
- He wishes to become the financial support for his family so that his parents do not have to work so hard compromising their health to give him good education.
- He also has a dream of funding his parents for a world tour and make them proud.

Frustrations:

- He is frustrated about not being able to pursue his interests because his curriculum does not include topics of his subjects.
- He was able to find a few online platforms that will help him develop those skills, but those platforms are so expensive and his parents cannot afford such huge costs.
- He is desperately looking for some guidance and mentoring that these platforms fail to provide.
- He is interested in gamification but these platforms either lack or are too expensive for him to learn gamification.

Behaviors and Personality

- He loves to play with his friends whether it is about outdoor games, indoor games or video games such as Word Puzzles, Sudoku, Chess, etc.
- He is very interested in technology and tries to get as much knowledge from the internet, teachers and his seniors.
- He loves coding and his school curriculum does not include coding subjects and due to that he thinks he needs to learn it from a source that will not be very costly but also contains good content.
- He likes playing with small electronic devices and he is so skilled that he dismantles those electronic items and tries to make use of the working products towards making innovative objects and devices.
- He is looking to connect with the smartest and brightest minds to develop his skills so that he can take a bright step towards his future and make significant contribution to the technological industry and also support his family financially.

Quote: " I am looking for gamification & fun, cheap e-learning platform"