UX TASK 1.3 : PROTO PERSONA

SUBMITTED BY : MINAL BOMBATKAR
20 MARCH 2019

DEMOGRAPHICS

Kim Yang
26 years old
Chinese Americans
In relation with boy friend
Based in New York
Works full-time as Junior HR Manager

BEHAVIORS

- Changing work schedule
- Works in shifts
- Mostly work with computer laptops also frequently using mobile phone for scheduling the meeting call with clients
- As HR, I have to be active all time on social media like Facebook, Tweeter, LinkedIn

I have busy work schedule with different work tasks that I have to finish before day ends. Learning new language will add new star in my resume. It will help to push up my carrier.

NEEDS

- Pronunciation should be proper
- No time restrictions for learning
- Need to be easy and straight forward
- Easy search option should be there
- Need small remainder that I use to set as per my availability

GOALS

- To learn vocabulary for basic communication with clients
- Not only learn the language but learn with the correct pronunciation
- To achieve new position in carrier

USER STORIES

- I love to have fun when I'm leaning, I want to be able to feel like I'm playing a game
- I want to study new vocabulary in a variety of ways so I can retain it better
- I want to be able to see the words so I can sound it out while actually hear
- Need small remainder that I use to set as per my availability of the time

JOB STORIES

- As HR, I need to have retained all of management skills so that I can feel confident when asked a question by a client or while doing hiring interviews with people.
- As HR, I need to continue having good study habits so that I am always up to date.

PROBLEM STATEMENT

Kim needs a way to learn the basics of the language quickly because everyday she need to deal with her clients. Also she needs a way to learn at her own pace while being engaging and fun.

HYPOTHESIS STATEMENT

We believe that by creating Vocabulary app with different scenario of learning. For Kim, we will achieve the goal by engaging and convenient way of timing.