UX 1.3 : PROTO PERSONA

Danielle Byrne

Allison

- 23

- College Student

- Dreams of studying abroad

- Loves travel and making new memories

Behaviors

- Always balancing multiple classes and assignments

- Loves taking weekend trips

- Puts all of her notes online so the can be accessible whenever she had a second to look at them

- Loves finding new ways to make learning exciting

- Can get over whelmed by having too many things to learn at once

Needs and Goals

- Needs an app that offers fun ways of reviewing other than traditional flashcards

- Need small reminders to study for a short amount of time each day

- Needs a way to add photos and drawings to cards to make cards more interesting

- Needs a way to view progress and filter out concepts that don't need as much review

User Stories

- As a student I want to be able to include all the information I could need on a card, which could be pictures or drawing a flow chart.

- I'd like to be able to put a higher focus on concepts I'm struggling with so I don't waste time studying things I already know.

- I love to have fun when I'm leaning, I want to be able to feel like I'm playing a game instead of completing a chore when I'm going through my cards.

- Sometimes I struggle with consistency studying throughout the semester and end up cramming before a test. I'd love to get little reminders every now and then to remind me to study throughout the semester.

Problem Statement

- Allison needs an efficient but fun way to study what she needs to know throughout the semester, without feeling like she has to miss out on fun experiences to study.

Hypothesis Statement

- I believe that making a vocabulary app that lets Allison create cards with more than just words and study them in quick but fun sessions will help her feel more excited and relaxed about studying., leading to her being more successful in her classes.