



# UX TASK 1.3 : PROTO PERSONA

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## DEMOGRAPHICS

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

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

## 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

## 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 learning, 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

## 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.

## 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.

## HYPOTHESIS STATEMENT

We believe that making a vocabulary app that lets Kim 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 her to being 50% more successful in her learning journey.