Designing Like a UXer

UX Fundamental Task 1.3: User Personas

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John

29 years old
American
Married + New baby
Based in Los Angeles
Aerospace Engineer
Works full-time as midlevel product manager

"As a new parents and a busy work schedule where I travel often to different countries, learning a new language quickly and on my time is essential so I can communicate."

Needs

- I need to be able to learn on my own time

- I need to hear the proper pronunciation for any given language

- Needs to be straightforward and fun

Goals

- To learn any language for basic communication while I travel

- Not only learn the language but learn the actual pronunciation

- Be able to communicate in any country (basic) without a need of a translator

Behaviors

- very busy work schedule of delegating, testing products and traveling for client meetings

- very busy home life due to new baby

- alone time and time to study is very limited

- travels often for work

User Stories

- As a strong visual and repetitive learner, I want to be able to see the words so I can sound it out while actually hearing the words phonetics.

- As a new dad, I want a learning experience where I can effectively learn during the few moments of alone time that I have.

- As I have very limited alone time, something that is engaging and fun would be best.

Job Stories

- When I am traveling to different countries, I need something that enables me to learn the basics quickly

- Internet connectivity can be spotty when traveling so being able to use offline is crucial

- When I travel for work, I want to make sure my phonetics are correct.

Problem Statement

John needs a way to learn the basics of any given language quickly as he travels abroad for work often. Also, being a new dad, he needs a way to learn at his own pace while being engaging and fun.

Hypothesis

We believe that creating an app that allows John to see, say, listen and repeat will give him the best possible success rate in learning a new language. Additional features such as; offline mode and speech translator will also help in the process. John is also limited in time due to being a new dad so a simple lesson pack where John can get progress feedback will help him be engaged in the learning process.