



# 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 reminder 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

Kim has limited time so a simple lesson pack with the gaming make her easy to memorise the vocabulary. The small reminder alarm can make her to be engaged in the learning process.