



PERSONAS

ASSIGNMENT

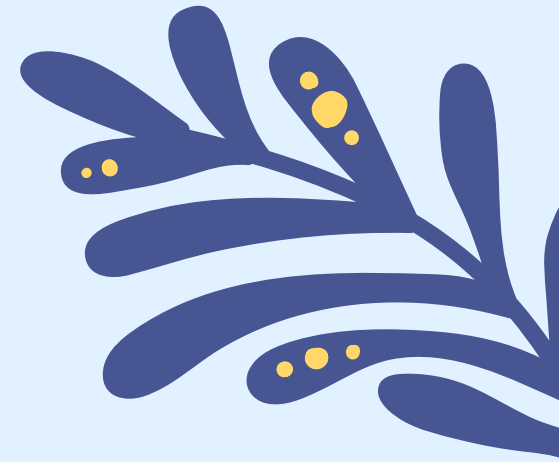
MADHUR GUPTA - 2021063

ANKIT KUMAR - 2021015

AYUSH SACHAN - 2021031

SARTHAK GAMBHIR - 2020575

HARSH KUMAR PAL - 2021051







Astrooonus

The Super Astronomy App

Given below are some Personas of potential Astrooonus app users. We believe that our app will surely help them follow their astronomy dream and would rise up to their expectations





Ishank Joshi

14 Yrs Old

8th Class

Astrophile

Bengaluru, India

Description

Ishank is a 14 year old kid who is interested in astronomy since he read space encyclopedia in his school library. He wants to solve the mysteries of the known world by learning everything about the cosmos. Both of his parents are working professionals. Most of his friends are either preparing for JEE or started programming but none of his friends has interest in astronomy due to which he sometime feels alone.

"Great Scientist Stephen Hawking is my Idol and i want to be like him and explore infinite possibilities this world has to offer"

GOALS

He wants to start an astronomy club in his school with his fellow science lovers.

He dreams to be an Astronaut and wants to work with IRSO and NASA so that he himself can go the space journey

SKILLS

knowledge



fast learner



curiosity



FRUSTRATIONS

He always wanted to learn from a tutor who can teach and clear his doubts

Although lots of resources are already available online, He couldn't figure out what to study and where to start.

Needs and Expectation

- Wants to explore new domains in astronomy

- Wants a personal tutor who strengthen his knowledge in astronomy

- Wants to get regular updates in the field of astronomy discoveries



Raghav Chaudhary

21

Single

College Student

New Delhi

DESCRIPTION

Raghav is a 2nd year mechanical engineering student with a keen interest in astronomy. He loves to gaze stars, planets, constellations and thus considers himself an astrophile. He is great at studies and wants to make a career in astronomy field. He is from an economically weak background and needs cheap yet effective resources for him to continue flourishing in studies.

"Astronomy compels soul to look upwards and teaches humility taking to another world."

GOALS

1. Reading about different stars, constellation, planets etc. in a interactive way.
2. To revisit his love and interest in astronomy by gazing different stars in night sky using the astronomy app.
3. Make a career in astronomy.

SKILLS

Passionate



Hardworking



Loves astronomy

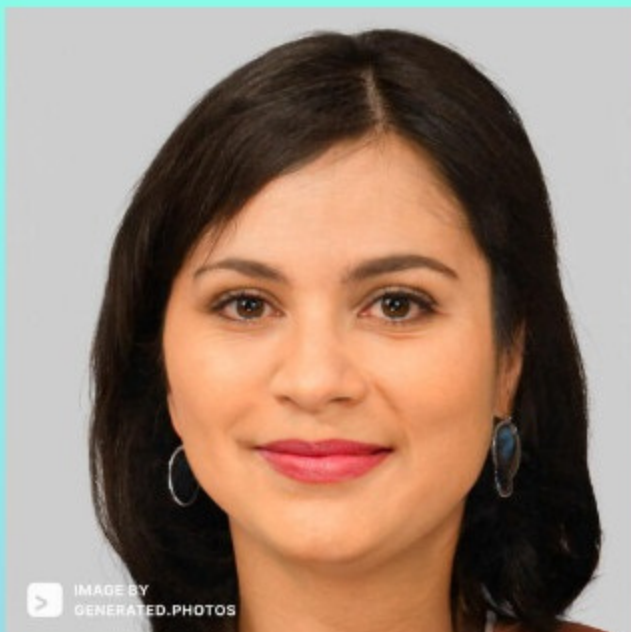


FRUSTRATIONS

1. Financial and time constraints due to his college workload.
2. The lack of oppurtunities has made it difficult for him to make a career in astronomy.
3. He doesn't have any friend who is passionate about astronomy.

NEEDS AND EXPECTATIONS

1. Needs a platform where he can excel his passion for astronomy with credible coueses.
2. For getting guidance about following his interest in this field(i.e, astronomy).
3. Increase his knowledge in astronomy.
4. Hoping to get practical knowledge and not get left because of financial issues.



Rishita Saxena

35

Married

Teacher

New Delhi

Description

Rishita works as a high school physics teacher. She is a married and has a son. She is highly interested in Astronomy and Cosmology. She has a good level of knowledge of the subjects and wishes to deepen her understanding of the cosmos. She isn't interested in doing courses and wants to be updated about the current progress and research in the field.

"As a teacher I love to teach but also love to learn new things"

GOALS

1. Wants to become the physics H.O.D of her school
2. Wants to learn and teach astronomy
3. Live a healthy life and explore other domains of science

SKILLS

TEACHING



Parenting



Tech Savvy



FRUSTRATIONS

1. Very less free time due to school workload
2. Hard time finding credible resources to study and explore astronomy
3. No like-minded colleagues (No learning environment)

NEEDS AND EXPECTATION

1. Need an app/service for herself and her son to study astronomy
2. A platform to communicate with fellow space enthusiasts
3. Reliable study material for teaching others.

Thank you

