

Persona 1

Name: Obama

- **Background:** A very social person, does a lot of group projects and is often busy. Contacts friends often.
- **Role:** CCA Student
- **History with communication apps:** Has the basic social apps: Instagram, Snapchat, and messages. Use these apps to stay connected with friends.
- **Key Frustrations/Pain Points:** They need to contact people constantly for different group projects and classwork help, but they can't get their contact information. They cannot find it on their social media apps because their partners don't accept their message requests in time. This often leads to stress because they are rushing to get the project in on time.
- **Goals and Needs:** Needs a quick way to contact their classmates so they can get help on assignments and get their projects in on time.

Persona 2

Name: Mercer Biddle Barrows III

- **Background:** Open, and communicative. Talks to parents and students to let them know what's going on in class.
- **Role:** Teacher at CCA
- **History with communication:** Uses Google Classroom and Remind to contact their students. Previously used email to communicate with students, but found it ineffective.
- **Key Frustrations/Pain Points:** Students don't see/respond to emails. Student's are too scared to ask questions in Google Classroom stream, and don't notify if assignment

directions are ambiguous. Parent's spam email on behalf of their students, and often don't know the full picture.

- **Goals and Needs:** Needs a fast and efficient way to contact students, on a platform that the students check constantly.

Key Steps

- **Awareness** (How does the user find out about the app?)
 - The users find out about this app because they are looking for ways to get in contact with students and don't have access to any of their information, or they feel awkward trying to message them on social media. They can get to the app through a link on the school homepage.
- **Access & Onboarding** (How do they sign up and log in?)
 - They can log into the system using their school emails, so the system can verify that they are from CCA.
- **Core Action** (What is the main thing the user will do in the app?)
 - Contact their peers for various school-related activities, by making their own chats or collaborating with other students that contacted them.
- **Task Completion** (What confirms they've achieved their goal?)
 - They have achieved their goal when the user successfully is able to contact a peer to collaborate with them.
- **Return & Engagement** (What brings them back to the app?)
 - Students constantly need support from each with most school assignments, so they will keep coming back to the app whenever they need to contact fellow students for a new assignment.

Flowchart

