

UX IMMERSION EXERCISE 2.4 DESIGN USER PERSONAS

By: Minal Bombatkar



User persona Maya Patel

"Yoga is my passion, we all family membrs love to practicing it."

ABOUT

Maya is the mother of 2 children. Her first kid is in school and the second baby is 6 months old. She has a very busy day. She need to wake up early, cook breakfast and food for her family. Drop her younger son in school, manage all household works and shopping for her family. She has to manage a meeting with school, doctors. Apart from this, she has to take care of her six months baby.

GOALS AND NEEDS

- She wants to reduce her postnatal fats and weight.
- She wants to learn postnatal yoga from an expert while she wants to do it in a proper way.

BEHAVIORS

- She has no time to go to the Yoga studio to practice postnatal yoga.
- She had practiced Yoga during her pregnancy.
- Like to do yoga with an expert at her own time because has to take care of little one.

PREFERENCES

Mobile	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Desktop	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablet	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

PAIN POINTS

- Difficult to find the yoga expert with specialisation in prenatal and postnatal
- Not easily accessible from my location. I have to carry my baby with me while going to yoga class and sometimes it is difficult to do it.

QUOTES

Maya really need the solutions to her problem
"She would really love to practice Postnatal yoga to reduce weight and post pregnancy fats.
Not any good tools for finding reputable yoga expert and getting to know them.
Always on the go and needs a mobile solution, doesn't perfer desktop only solutions."



User persona Asiayam Che

"For me, yoga necessary to the start for fresh day, I am self-Practicing yoga form the last 3 years."

ABOUT

Asiayam is HR manager by profession, She had learned regular yoga before 3 years from one of the yoga teacher in the town. Now she is pregnant and she wants to learn prenatal yoga from the first trimester of pregnancy, to get all the benefits of prenatal yoga.

GOALS AND NEEDS

- I want to learn prenatal yoga from worlds best yoga expert instead of a local town yoga teacher.
- Prenatal yoga should be done under the supervision of expert instate of self-learning.
- There should be different yoga packages for each trimester of pregnancy and payment as per perdefined packages.

BEHAVIORS

- Changing work schedule, she 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

PREFERENCES

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PAIN POINTS

- Hard to manage the time and scheduled with the local yoga teachers.
- Not many options are available locally to select the yoga expert.

QUOTES

Asiayam needs the Yoga expert because she wants to supervised by a very experienced and specialised prenatal yoga expert during her nine months of pregnancy also she has to manage her professional scheduled. She works with computer desktop and mobile is a handy option for her. She likes to pay for predefined packages instated of playing for each minute.



User persona Monika Muller

" Yoga expert, having more than 12 years of yoga teaching experience, Specialised in Women's yoga, regular yoga, Prenatal and postnatal yoga"

ABOUT

As a yoga teacher, daily I have to do many different tasks. I stay fully booked without being stressed by admin works, as to keep up with new client inquiries, Travels for yoga seminars, maintaining my own calendar scheduled and many more. I am not so techy person, I use mobile for booking appointments with clients. I want to share my yoga knowledge and experience with needy yoga seekers.

GOALS AND NEEDS

- Easy way to maintaining a schedule.
- Want to reach out to yoga seekers easily and get clients.

BEHAVIORS

- I need to manauully maintain the admin works.
- She has to awnsers to each call personally for every enquiry.
- Conducting yoga classes for yoga seekers.

PREFERENCES

Mobile	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
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Tablet	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PAIN POINTS

- Can't keep up with new client inquiries. Struggles with maintaining a schedule.
- Need easy way to reach out to the clients without travelling

QUOTES

Monika need easy way to reachout to her clinents without travelling. she is struggling with booking and maintaining her schuduled. She want to share her yoga knowledge and experience to really needy audience of yoga seekers. She is not so techy person, she need user friendly application, which help her to maintain her booking schuduled and help her to conviently reach out to her clients.