

Persona Diagrams

User Persona - Anshi, Katie, Vedant, Jeffery



Irene Simpson

CS Major at NYU



Age/Identifying Gender
21/Female



Location
New York City, NY



Occupation
Student



Family Status
Single/No Kids

Likes

- *hiking*
- *video gaming*
- *leetcoding*
- *kpop*
- *drawing/painting*

Dislikes

- *modern family*
- *reading*
- *drake*

Bio

Irene is a 3rd year undergraduate student at NYU majoring in Computer Science. In her free time she LeetCode and she is interning at Verizon. She's a first gen college student from a low income household. Her favorite things to do are draw and watercolor.

Goals

- financially independent
- be able to look back and reflect on past coding projects
- wants to be more organized
- wants to end procrastination
- to be an academic weapon

Pains

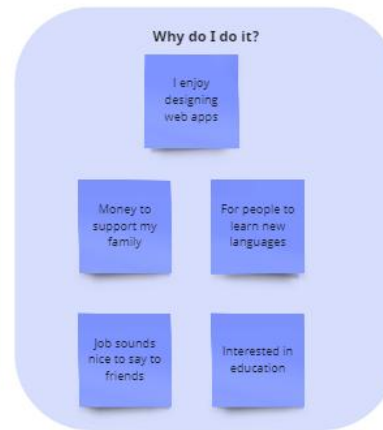
- Procrastination is very prominent in her life
- Has a hard time balancing her internship and college courses
- Has a hard time remembering deadlines

Favorite Brands



Persona 2

Actions, Motivations and Pains



3. What now?

Our Response

What do we need to validate?

Better memory for what tasks need to be done

Improved balances in time between work life and family life

What don't we know?

Do they want to get promotion in work? Do they want to focus more on work life?

If they want to keep personal and work journal separate

Where their priorities are between the things they want

How much they need our app

How does it change our process?

Need to take into account those who have little time to use our app (how app fits into a busy life)

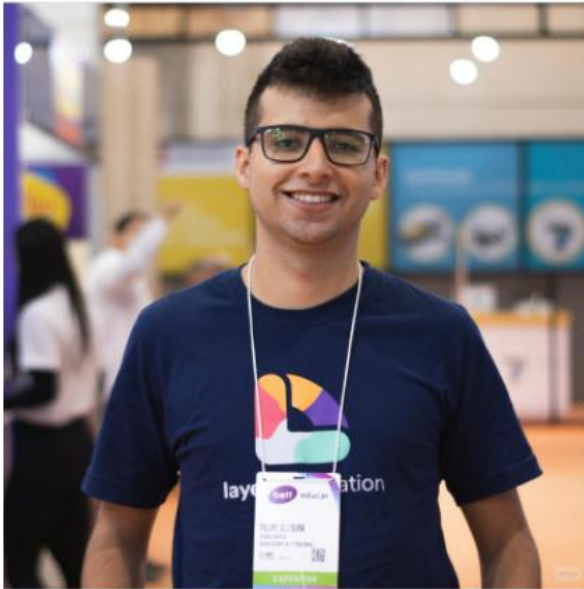
Given template should be simple/clear/concise

What now?

Should have reminder?

Should include task list with dates

Should be quick to use when short on time



Likes

- Coaches kids soccer teams practice four times a week and games on weekends
- Interested in education, wants to develop a new product to teach people how to code
- Watching Netflix
- Going to BBQs

Goals

- Family's wellbeing and happiness
- To improve my ability to plan around my work and home schedules
- To keep track of my projects better
- For my contributions to be appreciated

Interests



Aria Codecraft

Software Engineer @ Intel



Age/Identifying Gender
35/Male



Location
San Diego, CA



Occupation
App Developer



Family Status
Married/3 Kids

Bio

Aria is a middle aged man that is a family guy. He is married with three kids and likes to spend his free time hanging out with them. For work, he is a software engineer where he develops web apps with his team. In his free time he likes to play FIFA, watch soccer, and coach his kid's soccer teams.

Pains

- Difficult inter-team relationships (discouraging power dynamics)
- Forgetting tasks - family ones often take priority
- Has to spend time too much time on work outside of working hours

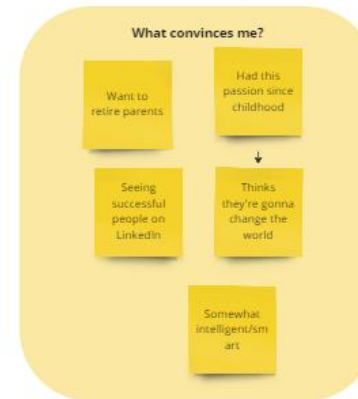
Purich, Jeremy, Kabir, Nam

Persona 3

Actions, Motivations and Pains



Values



Context



Nelson Newton
Fresh New Grad CS Major
Moved to the Bay from
Oklahoma City
Big Tech Wage Slave



What or who informs me?



What's my day-to-day?



3. What now?

Our Response

What do we need to validate?

Their consistently busy lifestyle to uphold standards/needs

We need to validate that they see progress

What don't we know?

Their financial status(ability to afford app)

Accessibility(colorblindness, disabled)

We don't know how many other tasks are competing for their attention on their device

What features are helpful to them and what isn't

Concurrent subscriptions for other services

How does it change our process?

Trying to make their life as easy possible with intuitive organization features

ease of use/responsive features

Efficient user flow, not too many redundant pages

What now?

Developing journal from their POV

Focus on engageability, returning

Prioritizing accessibility

Making sure that the app is responsive/fast

User Persona - Purich, Jeremy, Kabir, Nam



Likes

- *Going out to eat*
- *Video gaming*
- *Making TikToks*
- *Working out*

Dislikes

- *RealityTV*
- *Political commentary*
- *Soda*
- *Fast Food*

Bio

Nelson is a fresh CS graduate from Oklahoma City, recently relocated to the San Francisco Bay Area to jumpstart his tech career with a small startup in San Jose. As a new entrant in the tech industry, his days are filled with learning new software development skills, participating in standup meetings, and managing tasks like bug fixes and creating PowerPoint presentations. Driven by a desire to excel and impress his peers and family, Nelson aims to climb the corporate ladder swiftly. However, he struggles with managing an increasing workload and staying updated with the fast-evolving tech trends. Despite these challenges, Nelson relies on advice from family, coworkers, and industry updates on social media and LinkedIn to push forward in his career.

Goals

- Aims to become an expert in his field and climb the corporate ladder within the tech industry.
- He wants to improve his time management and organizational skills to handle his tasks more effectively.
- Nelson seeks to continuously track and achieve learning milestones to keep pace with the latest developments in technology.

Pains

- struggles with keeping track of all the new information and developments in the fast-paced tech sector
- faces challenges in adapting to the demands of software development due to his lack of experience in the field
- Managing a demanding work schedule while trying to maintain a healthy lifestyle and personal interests proves difficult for Nelson.

Brand Affiliations



Nelson Newton

The Newly graduated



Age/Identifying Gender
22/Male



Location
San Jose, CA



Occupation
Junior software development



Family Status
Single/No Kids