

Davida Okpo (1339553)

Repository name: chocolate-muffin

Website name: <https://davy635.github.io/chocolate-muffin/>

SOFTWARE PRODUCT: WhatsApp

PERSONA:

Name: Macy Stevens

Age: 23

Occupation: Marketing manager

Location: New York City, USA

Education: Bachelor's degree in business administration

Tech Savviness: comfortable but not enthusiastic

BACKGROUND:

Macy is a busy professional working for a mid-sized digital marketing agency. She manages a team of five people and collaborates frequently with clients, vendors, and colleagues across different locations. Macy likes communication that is quick, efficient, and adaptable to both personal and professional needs. Outside of work she enjoys travelling, staying fit, cooking and catching up with friends and family.

GOALS AND NEEDS:

PROFESSIONAL COMMUNICATION: Macy needs to coordinate with her team and easily connect with clients on the go without having to send formal emails for quick conversations

PERSONAL COMMUNICATION: Macy wants to stay in touch with her family and friends both on calls and texts especially when she is on trips.

GROUP COLLABORATION: Macy is part of various work groups and would like to share documents and do other activities and planning in one place without having to communicate with everyone individually.

PRIVACY: Macy is concerned about the privacy of her connections especially for work related conversations.

SEVERAL PLATFORM USE: Macy needs an app that she can use on all her devices.

PAIN POINTS:

Too many communication channels: Macy finds it very hard to manage all the different communication channels for her work and personal life.

Email overload: Macy finds it stressful having to send emails for real time conversations and short ones.

Data privacy: Macy is concerned about the safety of her information on most platforms.

How WhatsApp solves her problems:

CROSS PLATFORM COMMUNICATION: WhatsApp works both on mobile phones on desktop and laptops which allows Macy to use it on all her devices.

GROUP CHATS: Macy can manage her work team groups, friend and family groups that allows her to share any type of information meant for them in one place.

SECURE MESSAGING: end-to-end encryption gives Macy confidence to have conversations knowing they are protected.

VOICE AND VIDEO CALLING; this allows Macy to have quick voice or video check ins on family, her team or clients wherever she is.

USAGE SCENARIO:

Macy starts her day by checking WhatsApp to see if her team has any urgent updates or client requests. She replies to any work group chats while going to work. During the day she checks in on family members who live in different and same time zones as her. She sends a meeting schedule to her team group chat and at the end of the day she video calls her family to discuss weekend plans.

PREFERRED FEATURES ON WHATSAPP

Group chats

Voice messages

Document sharing

Video calls

Status updates for quick, casual sharing with friends.

MOTIVATIONS FOR USING WHATSAPP

Time saving communication

Streamlined integration for both work and personal life.

Reliable and easy to use messaging with a trusted level of security.