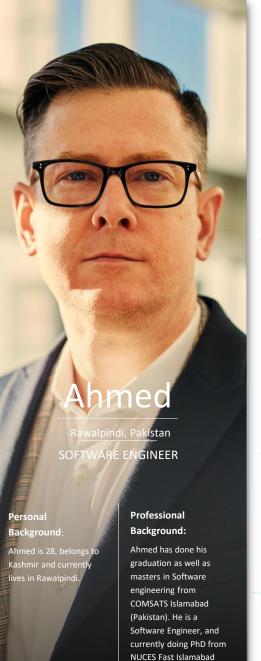


# Primary Persona



(Pakistan).



#### **Current Profession:**

- Course Co-ordination
- Teaching
- Administrative affairs
- · Organizing meetings
- Studying
- Movies
- Games



# Ahmed's Day

Ahmed is a full time Teacher, course coordinator, Administrator and Event and meetings organizer. After arriving at work, he checks his daily schedule, and set Alarms and reminders for the upcoming meetings and sessions. He usually checks his emails during his office hours to get a picture of the updates, and then answers them individually. At evening, he often watch movies(Comedy, Action thriller) or play games(First person, Third person) like PUBG and Far cry 6.



### **Personal Goals**

Ahmed wants to be punctual about:

- University Timings
- Meetings
- Tasks
- Classes
- Co-ordination and educational / counselling sessions



# **User Environment**

Ahmed wakes up in a noisy city where technology has become a need, as he goes to his university through rushing traffic and bad air, he often listens to music and checks google maps. With 4G connected, he checks his priority emails. He uses Alarms and Google Calendar for meetings reminders. He is not often seen around on social media or group gatherings, and usually doesn't travel in groups.



# **Motivations and Interests**

- Esports (First person and Third person shooter)
- Movies (Comedy, Thriller, Action)
- Music
- Esports updates (new releases, updates, skins, maps etc.)
- Music updates (Trending genres and artists

# Technique used:

Semi-Structured Interview

# Technical use(Skillset):

Being a Course coordinator, he has a lot of responsibilities on his shoulders, which he manages through various apps fully utilizing technology. His daily use software are: Cloud-Based Storage & File Sharing Applications, Email, Word Processing Programs, Learning management system Student Management, Portal(Flex Student), Teacher Management Portal(Flex)

"I want to be reminded automatically so that I may not miss my meetings and tasks and observe punctuality"

#### **Behavior**

**Extra Working Time** 

Phone and technology usage

Traffic Tolerance

Meetings

Strictness

**Movies and games Frequency** 

Social interaction

#### **Activities:**

Course Co-ordination, Teaching, looking over Administrative affairs, Organizing meetings, Classes and sessions, studying and lastly, watching a movie or playing PUBG.

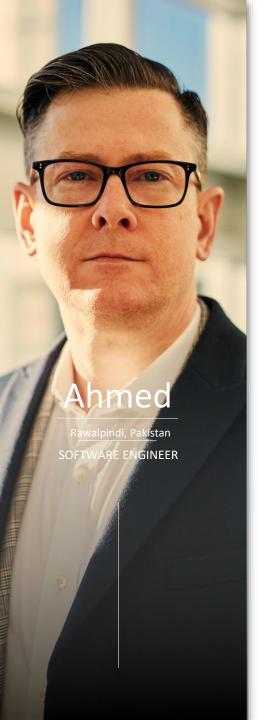
# Frequently used apps





Alarm Clock

Google Calendar





# Wishes and wants / Goals

Ahmed wants early notifications about:

- University Timings
- Meetings updates(scheduled, missed and unscheduled)
- Tasks updates(scheduled, missed and unscheduled)
- Classes(scheduled, missed and unscheduled)
- Co-ordination and educational / counselling sessions
- New Music releases
- New trending Mobile/PC games



# Personal likings:

- Punctuality
- Games (First and Third person)
- Payments on his own
- Music
- Movies (Action, Comedy, Thriller)
- Dining out with friends or Sleeping on weekends



# Frustrations , Problems and Pain points

- Extra working hours.
- · Missing meetings and tasks accidentally.
- Traffic Rush hours, Road blocks, Rallies
- Forgetting to set reminders
- Battery Drainage
- Not receiving early reminders of the scheduled, missed and unscheduled meetings, tasks, classes.



# **History with the Application:**

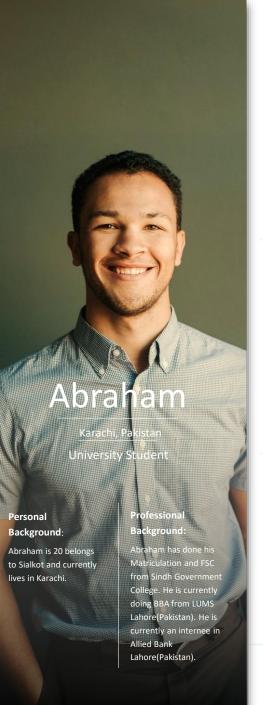
Being an instructor as well as a course coordinator Ahmed has to manage different meetings and sessions with teachers and students respectively. He currently uses Alarm alerts to get different reminders, but sometimes he misses his important meetings and tasks because he gets reminders at the very last minute. Ahmed doesn't watch news, so he doesn't get details about routes or traffic.

#### **Opportunity of V Assistant:**

This app can provide:

- Games (First and Third person) New releases, notifications, etc.
- Reminders, Best traffic routes, Missed meetings, best time for meetings, Auto alarms based on schedule, Info on roadblocks and all that which is needed by Ahmed
- This app can also suggest Ahmed places to dine with his friends.
- Music releases, trending topics and what not(Notifications)

# Secondary Persona





#### **Current Profession:**

- Student
- Society vice President
- Internee in AlliedBank
- Personal Gym trainer

**Personal Goals** 

Games session

Internship timings

Gvm session

Abraham wants to be punctual about:



#### Ahmed's Day

Ahmed is a full time Teacher, course coordinator, Administrator and Event and meetings organizer. After arriving at work, he checks his daily schedule, and set Alarms and reminders for the upcoming meetings and sessions. He usually checks his emails during his office hours to get a picture of the updates, and then answers them individually. At evening, he often watch movies(Comedy, Action thriller) or play games(First person, Third person) like PUBG and Far cry 6.



#### **User Environment**

Abraham lives in a noisy and heavily populated city where Almost everyone owes a smartphone. As he wakes up, he plays the music and do a 45 minute yoga session, then to his university through rushing traffic and polluted air, he often listens to music and checks google maps. He doesn't checks his emails regularly, and thus misses many activities. The internet service is always available to him. Abraham is very social. It's hardly a month while a new diet plan, and he is the center of attention of almost all gym members.

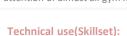


#### **Motivations and Interests**

- Sports (Chess, Basketball, Swimming, Table tennis)
- Seasons and dramas (all genres)
- Music
- Sports updates (NBA, chess.com, Fifa)
- Music updates (Trending genres and artists)
- Physical activities and media related to physical activities (Blogs, stories, Posts)

# Technique used:

Semi-Structured Interview



Being a student and sportsperson, Abraham has strong intermediate level sports skills. Moreover, he also has a wide variety of technical skills. He uses mobile phone a lot. He manages his tasks through various apps by fully utilizing technology. His daily use software are: Cloud-Based Storage & File Sharing Applications, Email, Word Processing Programs, Learning management system Student Management, Portal.

"I want to be reminded automatically about all the diet plans so that develop my physique to the best"

#### **Behavior**

**Extra Working Time** 

Phone and technology usage

Traffic Tolerand

Meetings

Strictnos

Gym and sports liking

Social interaction

#### **Activities:**

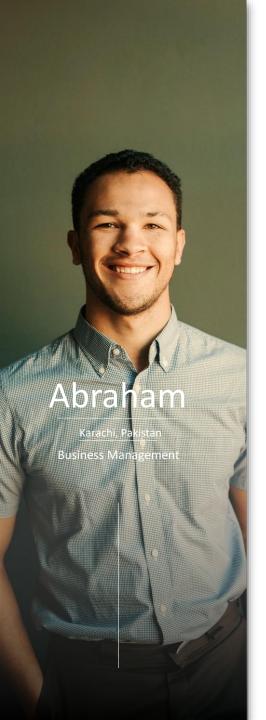
Yoga, Music, Seasons, Snapchat, Assignments, internship, Sports(Basketball, Chess, Swimming, Gym), reading

#### Frequently used apps

Snapchat, Facebook, Instagram



Google Calendar





## Wishes and wants / Goals

#### Ahmed wants early notifications about:

- University Updates(Classes, schedule, Assignments, tasks, Sports Competitions and fixtures)
- Meetings updates(scheduled, missed and unscheduled)
- Tasks updates(scheduled, missed and unscheduled)
- Classes(scheduled, missed and unscheduled)
- Sports news/blogs/articles
- New Music releases
- Diet plans, Routine Plans, Gym instruments



# Personal likings:

- Physique development
- Sports(Chess, Basketball, Swimming, Table tennis)
- Payments on his own
- Music
- Movies (Action, Comedy, Thriller)
- Dining out with friends or Sleeping on weekends

### **Opportunity of V Assistant:**

#### This app can provide:

- Sports news
- Reminders, Best traffic routes, Missed meetings, best time for meetings, Auto alarms based on schedule, Info on roadblocks and all that which is needed by Abraham.
- This app can also suggest Ahmed places to dine with his friends.
- Music releases, trending topics and Diet plans(Notifications)
- Weather updates and all the required features are mentioned ahead.



# Frustrations , Problems and Pain points

- Rainy Day
- Missing Gym and Sports sessions.
- Traffic Rush hours, Road blocks, Rallies
- Forgetting to eat and drink
- Not receiving early reminders of the scheduled, missed and unscheduled meetings, tasks, classes.
- Getting unverified diet products/news/information

# App Features

#### Features List and App's Opportunity:

The complete feature list of the application is as follow:

- Reminders for various tasks (user can select any, also add or delete any particular tasks)
  - Alarms
  - Meetings (time, Venues) (scheduled, unscheduled, cancelled or missed), and any updates in meetings.
  - Any new activities/changes in timetable (can be customized)
  - To Do's
  - Prayer Timings
  - Priority Reminders
  - Priority Emails
  - Drinking water
  - Taking your meal
  - Too long screen time

  - Prayers, Physical activity, Music, Sleep reminder.
- 2. The reminders can be customized, as the app will notify the user if he forgets to set an alarm
- 3. As a travelling guide to identify the best route (e.g., for office) considering Roadblocks, Rallies, Accidents, Criminal activity, weather conditions etc.
- 4. Make Calls
- Send Messages (Custom, in build)
- 6. Play Music, Videos (Trending, most viewed, all filters can be customized)
- 7. Weather Updates
- 8. Make Searches
  - - Offline
- 9. Open Particular App
- Weather Tones (Ringtone, Alarm tone, Music) 10.
- 11. Market Updates (News)
- 12. News Selection and Show Particular news. (Esports, sports, politics, wildlife, travel, photography, Aero-Modelling, Hobbies, Computer, Stock market etc.)