



Claire Li

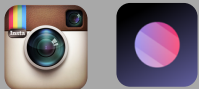
Age: 19

College: UOT

Occupation: Student

Marital Status: Single

Favourite
socia-media:



stay positive

"Diverse communication is
the beauty of 21st century"

Expectation for Mobile App:

Simplicity:

Simple, intuitive Interface enhances experience

Elegancy:

Elegancy differs Apps from others

Efficiency:

Get objective done yet not distracted by ads

Bio

I am a straightforward girl not afraid of critisizing others when I try to help them to improve. I used to like using facebook when its main objective was still to deliver a clean platform for people to communicate with each other. Excessive advertisement and disorganization really destroyes user experience.

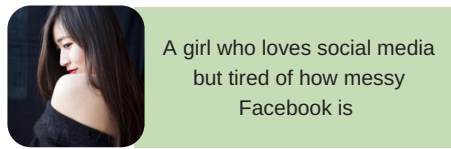


Frustration

- Facebook random ads and posts distract me from messaging friends
- Kijiji's web interface reminds me of the old good time 20 years ago.
- Sometimes, I just want to interact with people who go to the same univeristy

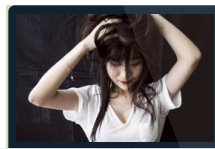


*Values are generated through
human communication*



A girl who loves social media
but tired of how messy
Facebook is

Claire Li



Scenario

Claire is going from Toronto to Kingston for her boyfriend's birthday, and she is trying to find a rideshare from facebook group, but the difficulty of using facebook drives her crazy...

Journey begins



"Carpooling is cheaper than megabus, let me try to find rideshare on facebook, ugh facebook... it's gonna take an hour"

Approaching the trap



An hour later...



"This post is so funny!"

"Go Canada !!!"

"Aww, this couple's picture so cute"

Now, she actually starts scrolling through all the posts in rideshare group



3 hours later
.....

"Wait, why did I get on facebook again?"

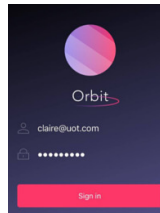


"Ugh, I'm so done with facebook, it has a million posts but it doesn't even have a good search filter."

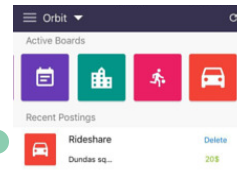
Orbit
Login



"Hey Babe, try this App I made called Orbit, you can find posts about rideshare, tutorial, events and all bunch of different types from university students!"



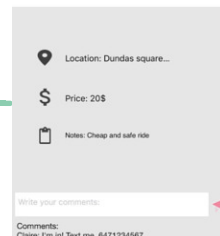
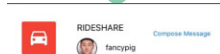
Mainpage



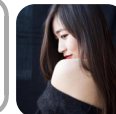
Go to rideshare board
Search with robust filter

Search	
RIDESHARE set to Kingston	Delete \$20
RIDESHARE university of Waterloo	Delete \$15
RIDESHARE Dundas square to Kingston...	Delete 20\$

Pick the right one
and contact. Done



"I am not gonna lie, but this is a lot easier than facebook or any other platform I know!"



Facebook solution: Orbit

Orbit is an application that gathers all personal ads and classifieds in one platform creating a space that is accessible and clutter-free.

In this hectic century when the social dictator facebook is fed up with endless posts and advertisements, there are still many ways to pursue straightforward social goal with simple platform. Persona Claire found out Orbit which made her life a lot easier