**IT 251 – Introduction to Mobile Apps**

**Creating Your App User Persona**

APP NAME: PayUp!

YOUR NAME: Frank Fiorante

DATE: 16 November 2018

VERSION: 1.0

Step 1: Creating your Persona's Identity

**A)** Give your persona a name that you feel represents your persona's character. What's the first name that comes to mind when you think of this person? *Anthony, Alicia, Jimbo...*Also fill in some basic details about their background/hobbies, education, etc. Remember, you’re describing the people you’re creating this app for, and marketing this app to.

The persona I am creating PayUp! for is college or high schools’ students. Although the purpose of the app is for anyone who wants to keep track of who they owe/owes money to. Seeing as both men and women have money, there’s no clear gender bias the app leans towards.

**B)** Fill in their demographical details to the best of your ability. What does your app user look like?

* Gender Male and Female
* Age range 15 - 25 years
* Annual House-hold Income N/A
* Style of residence N/A
* Children No children
* Marital status N/A

**C)** Words that represent your persona. *Charismatic, quirky, energetic, etc.*

Responsible, energetic, enthusiastic

Step 2: What are your Persona's motivations?

**A)** Primary goal for using your application. Secondary goal (if there is one). What does your app user want to get out of using your app?

The primary goal of my application is to help individuals keep track of who owes them money or if they owe someone else money.

**B)** Challenges, pain points, disturbances; what bothers your potential user that needs a solution?

­­A challenge that users may face is a loss of money. People often go out with their friends, finding themselves in a situation where one person covers the bill and they all forget the amount to owe later. This app will keep track of the amount and notify the user if they need to pay up or receive money.

**C)** How will your mobile app solve these challenges, ease their pains and removes disturbances from your potential app user’s life?

My app will solve the challenge discussed above because it will allow users to keep detailed notes of each transaction and if they need to pay or receive money to someone. Being a web app, this app is unique as it will work cross-platform between phones and computers.

Step 3: Give your Persona some life

**A)** What are some real quotes in this person's life (take during interviews). E.g. I just wish I had an app that would \_\_**fill in the blank**\_\_ for me.

I just wish I had an app that **allowed me to keep track of payments between me and my friends.**

**B)** What would be their biggest reason for not downloading your app once they’ve seen it?

My biggest fear on why users may not download my app are the users may need to switch from competing apps, such as Venmo. To counteract this, I will make my app stand out from competing apps by creating a very simple interface anyone that can use. Additionally, with my app being a Web-app it is deployed on the internet meaning it is not through any app store. This would allow cross-access between computers and phones.

Step 4: Your marketing message

**A)** Put together a Unique Selling Proposition. A one-liner that describes in simple terms the underpinning value of your mobile solution.

Nobody wants to lose money, and now you can ensure everyone Pays Up!

**B)** Elevator pitch: A 15 second description of the benefit that your user persona delivers for your user persona.

Step 5: How do they find you?

How do they normally find out about new apps? *Recommendations, App Store search, PPC ads, etc.* This will help you clarify where the marketing efforts for your app would be best directed.

Online sources:

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Offline sources:

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