

PERSONAS

Assignment 2 from edX's «From Concept to Wireframe»

The design problem: “Home Security System”

This product wants to offer a variety of solution in order to dissuade and slower (and possibly aiming to catch) the burglars during their actions. Moreover, there are some concepts about monitoring the route they are taking, after the thievery.

Most of the systems can be triggered automatically or through a manual command from the official App. When possible, a combination of systems can be used in the same situation.

The next pages will provide two examples of personas who can use the App.

George



Demographics

Age: 32

Occupation: Warehouse owner

Location: New York

Life stage: Single

Motivators

- **Reputation on the market:** making the buyers informed about the security of the goods improves their trust
- **Control:** George likes to have everything in sight
- **Money:** He wants to avoid the employment of an actual security guard

Constraints

- **Infrastructure:** for the best use, a high quality internet access subscription from his workplace is needed
- **Technology passionate**
- **High technical literacy**

Tina



Demographics

Age: 38

Occupation: Sales representative

Location: Los Angeles

Life stage: Divorced, two children

Motivators

- **Feeling safer:** she has been a victim of a theft in the past
- **Living environment:** the zone in which her house is located is not known as the safest
- **Obsolescence:** Her current alarm system results outdated

Constraints

- **Moderate technical literacy**
- **Tina is often far from home due to her job, leaving her older son (18) with his little sister (9) alone**
- **Business trips:** She can't use the phone while driving for long business trips