User Persona’s – Fervor

The development of applications comes with a requirement. Therefore, it is very essential to understand the user persona’s before developing the application, which helps to change the app to even better. The following are some of the user persona is regarding “Fervor- the Dating App”.

1. Dhiraj Singh:

* Who are you? : I am a software engineer working in an organization.
* What is your goal? : I need a person as a life partner who is well groomed, simple, beautiful, understanding and someone who has similar mindset.
* What is you barrier to achieve this goal? : I do not approach girls directly. It is difficult for me to find a life partner of similar mindset.

1. Yogi Nayak:

* Who are you? : I am an IT engineer working in an organization.
* What is your goal? : I am single and in search of a life partner who is smart, understanding, and should be able to adjust in difficult situations.
* What is you barrier to achieve this goal? : It is difficult to find people who can understand and adjust with new people.

1. Vivek Mokkarala:

* Who are you? : I am a software engineer working in an organization, and I am still single.
* What is your goal? : Dating has just become a funny this in this generation. However, I know the importance of finding a life partner with common adjusting mindset.
* What is you barrier to achieving this goal? : I got very busy in the professional world and stopped thinking about the personal life. Finding a person with a similar mindset even to date is complicated now days.

User Cases:

There are some user case stories, which I got, similar to the above cases. The most command thing among all the stories is that the people are so busy in their professional life, and they are not even able to think about the personal life. At some point of time, when they have to choose a life partner, they have no choice of choosing anyone from whomever they see, because they do not have that time anymore. Therefore, the FERVOR helps them to find their life partner with a common mindset, in which it helps them to build a connection between them, and understand each other.

Analyzing Competitors:

Of course, there are already some dating apps in the market. However, what makes this app different from others is that, fervor connects you only with the people of your mindset, in which understanding each other is even made simple.