

Product Management DevC

Week 2.3 Assignment

Important Benchmarks

These are the most important key points for you to keep in mind while working on the project.

Assignment	Details
Deadline	Sunday, July 28st 2019
Time	before 23:59

Assignment Objective

This week, we learned about user persona and how to conduct an interview with users to get valuable insight. This assignment will give you the chance for you to understand your users by interviewing them. This is a great process to discover and validate your assumption about problem that you are trying to solve. Please find at least 5 users to interview and make one persona to submit.

Requirements:

Your persona should answer **at least** *three following questions*:

1. **Who are they?**
2. **What is their main goal?**
3. **What is their main concerns/barriers/ prevent them from achieving their goals?**

Interview Tips

- **Be a good host:** Throughout the interview, keep the customer's comfort in mind. Use body language to make yourself friendlier. Smile!
- **Ask open-ended questions:** Ask "Who/What/Where/When/Why/How. . .?" questions. Don't ask leading "yes/no" or multiplechoice questions
- **Ask broken questions:** Allow your speech to trail off before you finish a question. Silence encourages the customer to talk without creating any bias.

- **Curiosity mindset:** Be authentically fascinated by your customer's reactions and thoughts.

Sample User Persona



Nerdy Nina

"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS

Age: 25
Location: Sao Paulo, Brazil
Education: Software Engineer
Job: Q/A at Indie Game Company
Family: Lives with her boyfriend

TECH

Internet
Social Networks
Messaging
Games
Online Shopping



GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS



American Gods
Neil Gaiman



Harry Potter
J.K. Rowling



Ready Player One
Ernest Cline

Ananya Kaushik



DETERMINED | OPTIMISTIC | MOTIVATING

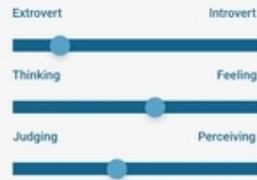
AGE	32
OCCUPATION	HOME MAKER
GENDER	FEMALE
STATUS	MARRIED
LOCATION	BANGALORE

BRANDS



" Motivation is what gets you started "

PERSONALITY



TECHNOLOGY



FRUSTRATIONS

Health Issues
Kids and family
Time feasibility

GOALS

Reduce extra calories
To be physically & mentally fit
Healthy lifestyle

NEEDS

Proper guidance from experienced trainer
Worthy content/service for fitness
Mentoring at her feasible time

BIO

Ananya is a home maker with 2 kids. She is a very confident and self determined person. She got married at the age of 25. She works very hard for her family well-being. She's the type of person who prefers a healthy lifestyle. She believes healthy life is the source of everything. In her perspective