

User Persona 1



Hien Nguyễn

Age	25 years
Occupation	Accountant
Work schedule	8:00AM to 16:00PM
Socioeconomic level	Medium-High
Type of smart device	MacOs - Ios
Family	In love, but not yet married
Location	District 5, HCMC
Social Network	Facebook, Instagram
Favorite activity	Chitchatting

Bio

Hien is a smart girl who are connected 24/7 on their phone and computer (she uses Macbook and iPhone). At first glance, it can be noticed that Hien is a high end technology user since she is using two top-notched devices from Apple. She has a good satisfying job and is in a healthy realationship.

In her pastime, Hien shares that she usually surfs the internet, particularly some social platforms like Facebook and Instagram. She wants to know how the world is changing, how her friends are now and what kinds of trend are going on.

She has an easy-going behaiviour, usually ask for feedback and accept other's ideas and thoughts because she cares about what other people thinks about her. Also, Hien really enjoys sharing information she found in on the internet by messaging her friends.

Notable informations in Hien's technology life

Photo shares	Recent number of people who she chatted	Time in an online conversation	Monthly fee for cellphone ISP	On mobile data plan?	Number of recent phone calls
4	15	15 min	200k VND	Viettel Mimax 70	2

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Background

- Finished bachelor of accountancy in UEH
- Work for big firm. Macbook is a utility. Iphone is a lifestyle.
- Have a lot of friends, more than 1000 on Facebook
- Sociable, usually hang out with friends and talk to them online
- long history of using a lot of mobile social app: Whatsapp, Facebook, Viber, Kakao Talk + mobile OS: From Samsung Galaxy Note to Iphone.

Needs

- Wants to reach out to friends ASAP.
- Wants to share everything with friends or group of friends, including images, great emojis beside texts.
- Wants a free social network that supports chatting.
- Wants to share her online appearance as unique as possible and via one source of information. Preferably phone number.

Frustrations

- Have used Facebook, but dont like distraction when chatting with friends. Have to switch between app a lot
- Have used Viber, but does not have syncing.
- Tried whatsapp, but emoticons are bad, and no friends on whatsapp.
- Uploading photos in some chatting service is slow. Uploading files is almost limited.
- Cannot delete messages on some chat services
- Cannot know who is available to chat for real.
- Cannot find new contact when meeting new people on current chatting solutions

Use of technology



Social and Academy knowledge



Money to Spend for online services



Time spend for social interactions



Critical thinking behaviour

