Android Project

Persona:

Name: Rick

Life-stage: trying to spend more time on his hobbies

Age: 35-40 years

Annual income: €50,000 - €60,000

Industry: medium business

Internet usage: many times a day a

Social media usage: very active

Relationships group

Marital status: single

Children: no

Education/skills school

Education level: High school graduate

Technical level: medium

English level: native

Quote: "I really want to spend as much time as possible for my hobbies and get

better and better"

Rick lives in Eindhoven and spends a lot of money for his hobbies. His hobbies are outdoor

activities like fishing and hunting. He want to become as good as possible in his hobbies

so it would be nice if that is possible with new technologies, because he uses his smartphone

for social media many times a day. Rick is not so comfortable with technology but he uses it

regularly.

1. Empathize:

"I really want to spend as much time as possible for my hobbies and get

better and better"- The application should help the persona to achieve more and more success in his sport.

“He uses his smartphone for social media many times a day”- The application should have the option to share his success with the community, which are interested in the specific sport.

“Technical level:medium”- The application shouldn’t be very difficult to use because his level of comfort using devices is medium.

1. Define:

Key persona characteristics:

* Spending a lot of time and money for his hobbies
* Technical level: medium
* Uses social media many times a day

Based on the persona’s description and the topic we have chosen, we have come up with an application that suits the needs of the persona. Because the sport topic is too broad we will aim to one of the hobbies of the persona, which is fishing. He spends a lot of time and money doing this. The application will be easy to use and it will be some kind of social media, where the community of fishermen can share their success.

1. Ideate: