

MONARCH PRATCHA

www.mohampatcha.com



developed X Design Strategy blueprint as a guide, It helps me to define the directions, What and where should I focus on.

Stages 2

- Business Goals
- User Groups
- General Tasks
- Technology constraints
- Branding Goals
- Critical success factors / Usability Criteria

Design strategy



After discussing and following some user profiles I have chosen one persona. I.e., Student persona

Stages 3



"A quotation that captures this user's personality."

Age: 14 yrs

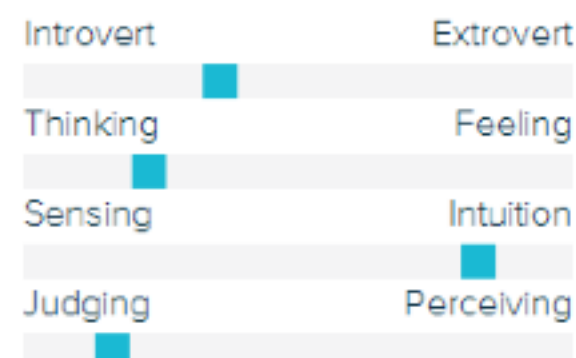
Work: Student

Family: NA.

Location: Hyderabad

Character: Fairness

Personality



Goals

- Track various inhales.
- Want to become a cricketer.
- Like to play and use mobile

Frustrations

- Has sevlour asthma problem.
- Because of asthma not able to concentrate on sports.
- Inhaler refill, He always forgets to take with him.
- Every 15 days need to visit doctor for checkup

Bio

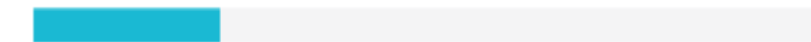
When he was child asthma attacked. He is good in education and sports. He lives in Hyderabad. He was studying in LFP International school. The school was complete air conditioner and full of trees. He lives in 1260sft two bedroom flat. He using Android phone.

Motivation

Sports



Fear



Studies



Power



Social



Perseora