

MONARCH

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

Stages 3

Design Strategy



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

Age: 14 yrs

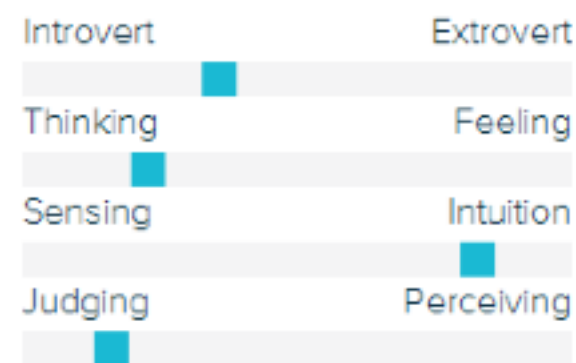
Work: Student

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

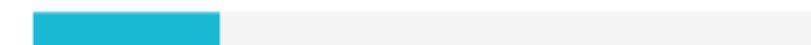
When he was child asthma attacked. He is good in education and sports. He lives in Hyderabad. He was studying in LFP International school. The school was complete air conditioner and full of trees. He lives in 1260sft two bedroom flat. He using Android phone.

Motivation

Sports



Fear



Studies



Power



Social



Resonara



have been following some interesting indirect shadowing method. After analysing user feedbacks

Stage 4

Understanding

Want to track and
manage asthma

In emergency what
kind of precautions

Need of knowing refill
status for ordering new

Weather and air purity
information

Personalized Reminders

Emergency care

Action plan for Asthma attacks

Share Asthma
information with
doctors

Monitoring system

Alerts

Intimation to family

Find my inhaler