MOHAN PATCHA

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

Stage 2

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

Design Strategy

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

Stage 3

Student Persona

Xtensio

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

Age: 14 yrs
Work: Student
Family: NA.
Location: Hyderabad
Character: Fairness

Goals

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

Frustrations

- Has seviour 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

Motivation

Sports

Fear

Studies

Power

Social

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.

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Persona