MOHAN PATCHA

www.mohanpatcha.com

10

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

Stage 3

Design Strategy

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

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

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Persona

11

I have been following some users using indirect shadowing method. After analysing users I found some key findings

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