

User Research Summary

I conducted interviews with 4 individuals who regularly use mobile apps. The purpose was to understand their preferences, challenges, and expectations regarding app usage.

Interview Questions:

- What types of mobile apps do you use regularly?
- What features do you like in these apps?
- What problems do you face while using mobile apps?

Findings:

- Most users prefer a simple and clean user interface.
- Fast performance and ad-free experience are highly valued.
- Study and productivity apps are commonly used by students and professionals.

User Personas

(User Persona 1)

Name:	Ali Raza
Age:	21
Occupation:	Computer Science Student
Goals:	To organize assignments and manage study time efficiently.
Pain Points:	Complex apps and distraction due to excessive notifications.
Preferred Apps:	Notion, Google Keep.
Quote:	I want an app that is simple and makes my study routine easier.

(User Persona 2)

Name:	Sara khan
Age:	27
Occupation:	Freelancer (Graphic Designer)
Goals:	Manage client deadlines and stay productive
Pain Points:	App crashes and confusing interfaces
Preferred Apps:	Trello, Asana
Quote:	I prefer minimalist design and an organized layout