

# 1.3 Task – User Personas

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My Proto Persona

**Name:** Melanie Williams

**Quote:** “If I have the right tools, I can do anything!”



## **Behaviours:**

- Uses her phone frequently
- Constantly wants to learn more/improve herself
- Always busy, almost never resting
- Takes her career very seriously
- Takes on work from other departments so needs large body of knowledge

## **Demographics:**

- 25-35 years old
- Born in Wisconsin, works in New York City
- Female
- College Grad, MBA
- Works as an Accountant

## **Needs/Goals:**

- To make flashcards to learn work-specific terms.
- To be able to prioritize some concepts over others.
- A way to assess her mastery of the material she's studying.
- Some sort of reward for correct answers, gamification.
- To become more competent at her job.

## **User Stories**

As Melanie, I want to be able to make my own flashcards, so that I can learn new acronyms and terminology as they turn up at work.

As Melanie, I want a graphical display of my mastery of my flashcards, so that I can assess my knowledge at a glance.

As Melanie, I want to be able to quickly go over some of my flashcards, so that I can reinforce my understanding in downtime.

### **Job Stories**

When I go over my flashcards, I want to be rewarded for my correct answers, so I can be motivated to study more often.

When I enter my flashcards, I want to group them into different categories, so I can study different topics as needed.

When I have mastered a flashcard, I want it to be shown to me less, so I can focus on lesser known flashcards.

### **Problem Statement**

Melanie needs a way to study flashcards that she wants to make, because she wants to master work-specific terms and acronyms.

### **Hypothesis Statement**

We believe that by creating a flashcard / test app for Melanie, we will achieve having Melanie contribute 50% more in her meetings.