Persona: -

Mr. Rakesh Patel

Description: -

Rakesh Patel is a businessman, 45 years old, and owns many franchise stores all over the USA. He is married and has one son who is 22 years old. In the United States, he lives with his family and parents in the state of Massachusetts. Due to the fact that he is a very social person, he always likes to get in touch with people. Whenever he has the chance, he likes to stay in touch with other family members, friends, and a wide variety of personalities.

His privacy is most significant to him. He also prefers interactive and simple UI over UI with no interaction. Applications that are different in the market place and that he can do fun things with are what he prefers.

User Goals: -

Experience Goals: -	End Goals: -	Life Goals: -
• Have unique experience every time • Feel relaxed and cool	• Stay connected to others • Be aware of current situation of friends and family	• Always feel secure • Feel respected by others • Always be there for loved ones

Context scenario: -

- As Mr. Rakesh likes to get in touch with his loved ones he can easily talk with his friends and family members using chat application with the good interactive UI and which is easy to use.
- Mr. Rakesh feels secure using this application as it is secure application for the privacy.
- He can easily access the app as it is very easy to use, and he feel completely in control while using this application.
- He can easily reach out to any family member or friends and communicate with them irrespective of any time boundaries.
- He feels relaxed using this application as it is not complex to use and also feels cool as its UI design is different from other chat applications so each time, he uses this application he feels special.
- He can access location of the person with whom he is having conversation.
- As this application also helps him to connect with other businesspersons and for other work-related work it is more beneficial for him as well as his growing business.
- So, this application not only helps him for his personal use, but it also helps him for the professional purpose in business work.

Appendix: -

I followed steps of designing persona and context scenario as taught in the lecture slides. I first created persona based on real user and defined user goals in three different goals (Experience goals, End goals and Life goals). Later I created context scenario with the help of "magical thinking" and tried to achieve user goals as described in the persona.

Below are the other blogs and article I took reference of from the internet: -

- https://clearbridgemobile.com/how-to-create-user-personas-for-app/#:~:text=What%20is%20a%20Mobile%20App,needs%2C%20motivations%2C%20and%20frustrations.
- https://avtex.com/articles/conversational-ux-digging-into-user-personas-and-conversation-flow
- https://www.justinmind.com/blog/user-persona-templates/