Proto-Persona

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Intro to UX Design

Task 1.3.V2: User Personas

Matthew

I'm super busy with school, after-school activities, a part-time job on the weekends, and hanging out with my friends. I don't really have any extra time, but I need a way to study vocabulary for English class, debate team, and to study for the SATs. Something for my phone would be awesome, so I can study whenever I have a few minutes.

Age: 17 years old | High School Junior | Location: Boston, MA

Matthew is a high school junior who is on the debate team and student government. He has a part-time job on weekends working at a local pizza shop. He enjoys spending time with his friends going to the movies, playing video games, chess, hiking, and skateboarding. He is an only child in a two-parent home. Both of Matthew's parents are college educated and have professional careers. He plans on going to college after graduating from high school.

BEHAVIORS

- Matthew is a busy high school student who is active in after-school activities, a part-time weekend job, and spending time with his friends.

- Matthew has very limited time to study new vocabulary.

- Matthew, like other teens, is never without his smartphone and is both comfortable and skilled at using technology like phone apps.

NEEDS AND GOAL

- Matthew needs to study vocabulary for English class, debate team, and the SATs.

- Matthew needs a way to study vocabulary that fits into his busy schedule.

- Matthew would prefer to have an app on his phone so he can study vocabulary anywhere, when he has a few minutes of time to learn a new word.

MATTHEW'S USER STORIES

- As a high school junior, I want a way to study vocabulary for my English class that is easy to access on my phone, so that I can review words when I have a few minutes at any point in my day.

- As a member of the debate team, I want to also be able to access vocabulary by topics so that I can find appropriate words to use in my debate arguments.

- As a high school student preparing for college, I want to also access standard SAT vocabulary words so that I can study for the SAT.

PROBLEM STATEMENT

Matthew needs a way to study vocabulary for his high school English class, debate team, and the SATs. Because he is a busy high school student, Matthew needs to study vocabulary a few minutes "here and there" at any time of the day. We will know this to be true when Matthew is successful accessing vocabulary appropriate for a high school English class, terms by debate topics, and common SAT vocabulary, easily on his phone.

HYPOTHESIS

We believe that by creating a vocabulary phone app that provides definitions and examples of use in sentences at a high school level, how the term may be used in debating a point, and how the term has been used on SATs for Matthew, we will achieve having Matthew study vocabulary for English class, debate team, and the SAT at the same time.