GSL Peru 2014 Projects

Lecture 6L GSL Peru 2014









Housekeeping

Please be on time!





GSL Peru 2014 Projects

Pitches









Medical Heart Attack Monitor

Fabricio Zegarra





Subete-Ya

Gerardo Benites





IRequest

Mauricio Silva





Hampton: Marketplace for Micro-consulting

Randiel Melgarejo





Pichanga

Nikola Villafana





Carpooling App

Sofia Pinto de la Sota





Where's the Party

Roguer Paredes





Tourist App

Fabiola Guillen





Gaming Platform for Job Interviews

Vannia Mendoza





Team Formation Lab









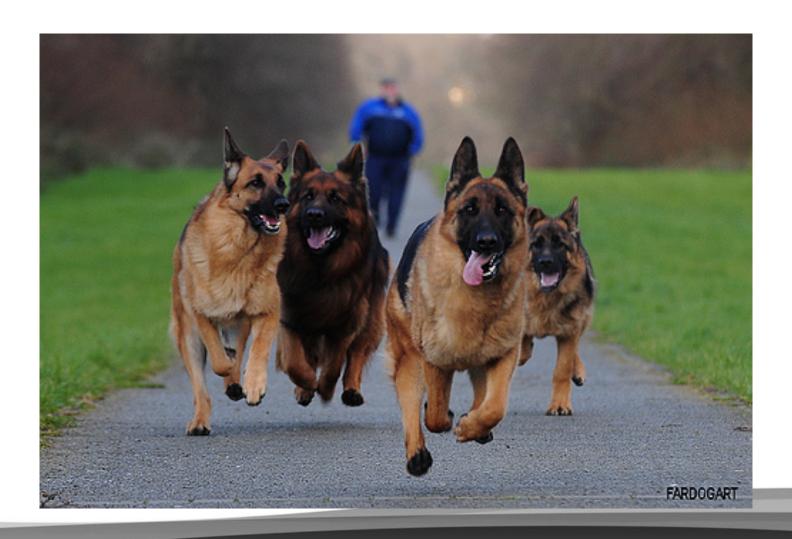
Rules

- Minimum of 3 people
- Maximum of 5 people
- After you have your team, come find me so I can keep track of who is in which team
- Remember: Try to form teams with a varied skill set!





NOW GO FORM YOUR TEAMS!







Team Contract









Personas

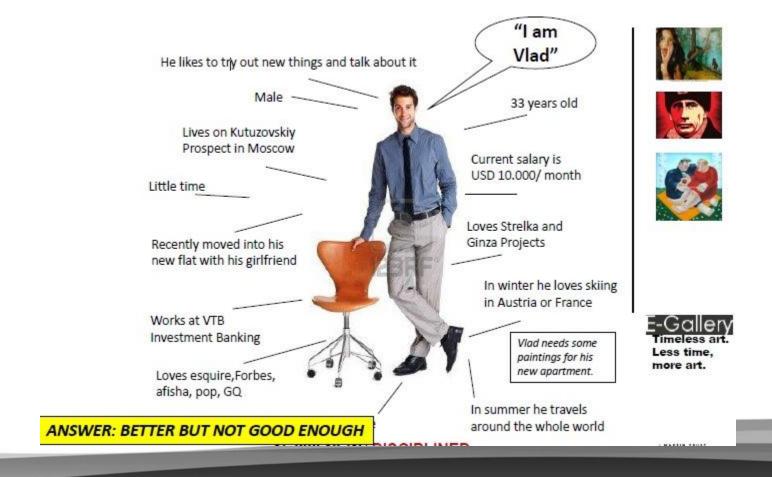








Persona - Better







Key to Persona Development

- It must be a real person
- Be visual
- Deeper than demographics
- Understand All Dimensions: Rational, Emotional and Social
- Priorities
- What do they fear most in the world?
- What motivates them more than anything else?
- What "water holes" do they go to?
- i.e., where do they congregate with others like them?
- Do this as a team it will help unify your team and will get everyone on the same (and proper) wavelength



