

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



E-Gallery
Timeless art.
Less time,
more art.

ANSWER: BETTER BUT NOT GOOD ENOUGH

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