Persona Review

Lecture 8L
GSL Peru 2014

Housekeeping

- Your projects are now on the class website!
- Please login and add project descriptions to your project.

- If you have any questions regarding the class, please email gsl-peru-2014@mit.edu.

Example of Good Persona
Gaming Platform for Job Interviews

Laura

- 21 years old
- Studies administration and is in her last year
- Intern who makes 800 soles/month
- Lives with her parents at Jose Luis Bastamante
- Motivated to finish school with good grades to find a good job after her internship

Example of Good Persona - contd.
Gaming Platform for Job Interviews

Laura (contd)

- She doesn't want to disappoint her parents and is afraid something may keep her from finishing her career.
- Her hero is her boss, a very successful woman
- She vacations in Mejia
- Wants to go to Chili's for dinner with friends
- Goes jogging before class and work

Example of Good Persona
Gaming Platform for Job Interviews

Laura (contd)

- Reads "El comercio" and "gestion"
- Visits administrator blogs
- Watches romantic movies, documentaries, and news
- Main reason to use product: be more secure of herself, feel more confident in interviews and at her job. So she can be hired at her desired job.

Why is Laura's Persona Good?

Why is Laura's Persona Good?

- Laura is a very realistic person who would use the product
- Everything relates to the product
  - **Motivation** and **Fear** relate directly to the product
  - We know that Laura lives with her family and wants to get a good job after college to be independent
- The main reason to use the product relates directly to all characteristics of the persona

Example of Persona that Needs Work
Adonde Vivir

Paco

- Male, 25-30 years old
- Earns $10,000/year
- Moving from Lima to Arequipa, Peru to be re-located for work
- Motivated by his boss to work hard
- Fears his boss - doesn't want to be fired
- Steve Jobs is his hero - he's very successful
- Goes to beaches near Lima for vacation

Example of Persona that Needs Work
Adonde Vivir (contd)

Paco (contd)

- Eats with friends for dinner
- Doesn't do much before work - wakes up, gets ready, and goes to work
- Reads the technical newspaper of Peru
- Active on Twitter and Linkedin, watches news
- Main reason for using product: quick and easy way to find a house in Arequipa

Why is this persona incomplete?
How can we fix this persona?

What is lacking in the Persona?

- Personal characteristics do not relate to the product!
  - Motivated by boss to work hard - is this relevent to buying a house?
  - Fear of boss of being fired - is this relevant to buying a house?
  - **How does anything define why Paco will use AdondeVivir to find his house?**

What is lacking in the Persona?

- Relevance is lacking!
  - Doesn't do much before work? - does this relate to their choice of housing?
  - Instead…
    - Does Paco live alone? Does he have a family?
    - Does Paco not have time to do anything before work?
    - Does he use social networking for work? Why does that matter to him?

What is lacking in the Persona?

- Main reason to use the product - how will it help?
  - AdondeVivir is quick and easy, but **why does Paco care?**
  - **Why AdondeVivir** and not something else?
    - What specifically makes AdondeVivir the option Paco chooses over all other options?

Let's try again: Meet Paco

- Male, 25-30 years old
- Earns $10,000/year as a software developer
- Moving from Lima to Arequipa to be re-located for work
- Single, spends lots of time with friends
- Enjoys going to bars and clubs
- Fears: being alone, moving away from his friends

Meet Paco

- Uses internet for social networks and news. He's tech savvy and owns the newest model of smartphone.
- Main reason for using product: Adondevivir allows searching by location, within his budget
- Location is important to him: he wants to live near a busy street and find an apartment in which he can host parties