

Saga

Persona - An Agile Introduction

Version 1.0.

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What is Personas?

Personas are word profiles of fictional but realistic individuals that are used to describe particular groups in your intended audience.

The persona is given a name, age, gender and perhaps even a picture, coupled with some insight into their lifestyle, aspirations and motivations for wanting to engage with or use the project or service at issue.





Personas List

- Customer/ End-User

Persona Type	Customers
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User/Customer Name	Job Title/Functional Role	Customer/User segment
Jennifer Aniston	Software Engineer	End User
Photo	Key Demographic Details	Personality & Behavioral Characteristics
	<p>Age: 32 years</p> <p>Gender: Female</p> <p>Education: Computer Engineering</p> <p>Location: greater Miami FL</p>	<p>She is an engineer who is passionate towards her fitness and never compromises with her fitness lifestyle.</p>
Representative Quote	Pain Points	Perceived Obstacles
“I wouldn’t ask anyone to do anything that I can’t do.”	Due to her hectic schedule at office and work pressure she is finds difficulty to manage workout.	There are many apps available in the market to use for fitness but no one provide the way to use an app for a game and fitness at the same time.
User Experience Goals/Customer Satisfaction	Motivations	Technology Expertise & Preferred Channels/Devices
Want an app in which she can easily maintain her fitness lifestyle in an easy way and track the process.	Wants to save time and use it for the fitness.	Moderate experience in current iOS and Android.

User/Customer Name	Job Title/Functional Role	Customer/User segment
Lara	Student	End User
Photo	Key Demographic Details	Personality & Behavioral Characteristics
	<p>Age: 22 years</p> <p>Gender: Female</p> <p>Education: Pursuing MBA</p> <p>Location: greater Miami FL</p>	<p>She is a student who is little demotivated and confused about future goals.</p>
Representative Quote	Pain Points	Perceived Obstacles
“I wouldn’t ask anyone to do anything that I can’t do.”	Because of not being active about any work out and socialize she seems to be so demotivated.	There are many apps available in the market to use for fitness but no one provide the way to use an app to listen the motivational

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		stories, can reduce tensions and make you run.
User Experience Goals/Customer Satisfaction	Motivations	Technology Expertise & Preferred Channels/Devices
Want an app through which she can listen to motivational stories to run and make herself fit.	Wants to save time and use it for the fitness and reduce her stress while listening to the various stories.	Moderate experience in current iOS and Android.

User/Customer Name	Job Title/Functional Role	Customer/User segment
Roy	Teacher	End User
Photo	Key Demographic Details	Personality & Behavioral Characteristics
	<p>Age: 42 years</p> <p>Gender: Male</p> <p>Education: Masters in Physics</p> <p>Location: greater Miami FL</p> <p>Income: \$75,000</p>	<p>He is a teacher who provides online classes, got overweight due to zero physical exercise.</p>
Representative Quote	Pain Points	Perceived Obstacles
“I want to train my students as best as I can.”	Due to his lazy and too comfortable schedule he got overweight and not able to manage to workout.	There are many apps available in the market to use for fitness but no one provide the way to use an app to listen the motivational stories, can reduce tensions and make you loose weight.
User Experience Goals/Customer Satisfaction	Motivations	Technology Expertise & Preferred Channels/Devices
Want an app through which he can easily maintain his fitness lifestyle in an easy way and track the process.	Wants to save time and use it for the fitness and reduce her stress while listening to the various motivational stories to boost him to run and loose weight.	Moderate experience in current iOS and Android.