Persona type

Name Rebecca

Age 25

Location Jersey City

Technical comfort High

Job Title Graduate Student

Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- Rebecca is pursuing graduate degree in Computer Science at NYU. She is new to Jersey City and lives in a 2-bedroom rental with a roommate. In her spare time, she likes to cook, explore events and restaurants in the City, go hiking, and play tennis. Has a dog named Mimi

Motivations

How have they found or heard about the website/service? Why would they be interested?

- She heard about the service from people living in the same building and interested in using the service to expand her social circle to make friends close-by for easy meetups and activities.

Goals

What do they want to get out of this service? What are they aiming to achieve?

- Expand social circle by meeting new people, making new friends close-by
- Find buddies for sports/ entertainment, study groups, nights out around the neighborhood
- Find travel partners fro day-trip
- Find playdates for dog and buddies to walk dog together
- Find study groups to prep tests together
- Buy and Sell 2nd hand items in neighborhood
- Be in the know of news and events in the building and the City

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- When the app becomes Craigslist, full of adds and random posts, not user friendly, and unappealing design.
- Unable to manage notifications from joined groups that chats start to bother daily life
- Concern for privacy issue

Quote

We'll know we've done a good job when this persona tells us

" Thanks to the app I now have a new circle of friends living in the same neighborhood!

Meeting up becomes more effortless and convenient! "

orangebus.