



Persona type Consumer?

Name Miguel

Age 15

Location New York City

Technical comfort Intermediate

Job Title High School student - 9th grade

➤ Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- With the transition to remote learning, Miguel has to start taking his classes online through a platform called Zoom. He's done homework on his computer but is completely unfamiliar w/ the use of video-conferencing platforms. He has no idea how to use them.

Motivations

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

- Miguel heard about Zoom through his school, who has notified him that his classes will all take place there. He wants to be able to access & get to know the zoom platform to successfully log on to classes & continue to get an education in a remote manner/environment.

Goals

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

- Be able to log on to his classes.
- Understand the capabilities of the Zoom platform (how to mute, enter a meeting ID, use the chat, make a meeting for his own matters).
- create his own meeting room to be able to interact w/ friends outside of school hours. or work on group projects.

Barriers

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

- confusing interface icons
- limited chat options
- Differences b/w free usage of Zoom v.s paid subscription w/ zoom

Quote

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

"Zoom has allowed me to continue learning at home w/o missing out on my classes"

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