

USER PROTO-PERSONA

VOCABULARY & LANGUAGE APP

RACHEL, MARKETING ASSOCIATE

- ▶ 38 years old
- ▶ British
- ▶ Married
- ▶ Mother of two children, 5 and 8 years old
- ▶ Currently living in Paris
- ▶ University graduate
- ▶ Working at a UK PR and Marketing Firm with a satellite office in Paris

"I don't have a lot of time, but if I were to study a language, I'd have to add it to my schedule as a dedicated time, just like working out."



RACHEL'S NEEDS AND GOALS

- ▶ Wants to increase her level of French from A2 to B2, in order to increase her job opportunities with local firms.
- ▶ Needs a learning experience that can fit within her busy schedule.
- ▶ Feels that she learns a language best when there's interaction with other learners, as well as locals.

RACHEL'S BEHAVIORS

- ▶ Very little time to study. She's either busy with family or with work.
- ▶ Tries to exercise every morning before the kids wake up.
- ▶ Walks to work, so she also can't use her commute time to study
- ▶ Likes vocabulary apps when she's first learning a language, but wants more interaction with other people once she is at a certain level.



RACHEL'S STORIES



- ▶ As someone with little free time, I want lessons/exercises that can be completed relatively quickly.
- ▶ As someone who plans out their day, I want to be able to schedule my study so that I can add it to my calendar and have reminders.
- ▶ As someone who already knows some French, I want to take a short placement test so that I don't start with the easiest lessons and so that I can maximize my efforts.
- ▶ As someone who learns best from seeing my progress, I want to have tangible goals so that I am able to track my advancement.
- ▶ As someone who sees language as being a shared activity not a solo exercise, I want a video or voice component of the app so that I can practice with other students.

PROBLEM STATEMENT



Rachel needs a way to track her progress through the language app because she is most motivated when completing learning milestones. We will know this to be true when she successfully finishes her first learning level and continues to the next one.

HYPOTHESIS STATEMENT

We believe that by creating learning levels for Rachel to complete, she will have a 30% greater chance of continuing with the program and meeting her ultimate goal of getting to level B2 in French.