

USER PERSONAS

Project A Way

Product Concept Description:

This is an information platform with a discussion forum for students/visitors/immigrants, who are planning to travel/move to a new country. Here, people can find info on basic rules and systems that work in various countries. And further, the system will allow users to discuss a wide range of topics such as Accommodation, Education, Employment, Health, Food, Travel, Clothing, weather, shopping etc. what initial processes they need to go through as soon as they arrive. They can notice the differences between countries in terms of culture, English words and meanings (Terminology), official rules etc. that could help them plan. People can find info and discuss on topics of 10 different countries such as Australia, Brazil, Canada, China, Germany, India, Mexico, New Zealand, the United Kingdom, United States of America.

Target Audience: Students, Visitors, Immigrants

Persona 1 - Scenario (Visitor)

Samantha Jules, 27 Years,
Business Analyst, South Korea

Samantha Jules is a young entrepreneur, often travels to other countries on business work and always prefers to plan before her journey when visiting a new country. In November, to attend a business conference, she applies for a visiting visa to Canada. As this is the first time she is travelling to Canada, she has no idea about the country; therefore, she asks one of her friends who has been to Canada before. However, Samantha did not get the required info due to the introduction of new rules and changes in processes.

In the next step, she visits Canada's government website to understand the rules and the process that visitors need to go through before and after they land. Although there is some essential info on the official website, Samantha intends to receive more info on some tourist places in Canada, the climatic conditions during winter, as winter in Canada is extreme during December and January, some necessary precautions to be taken in advance such as type of clothing, medicines, which can avert or conquer certain unexpected circumstances that might arise during her stay in Canada.

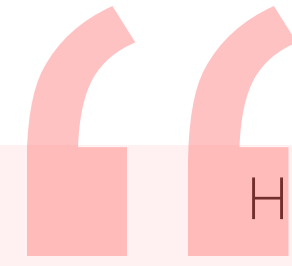
In addition to the above information, Samantha would like to explore places for shopping, as she is a shopaholic and typically never skips shopping, when she visits a new country. According to her, having a piece of prior knowledge about the markets and best shopping malls could save her time and money. And she aims to collect information at one place that saves her time of searching for various topics on multiple platforms.

This is one such platform where she can find all the information in one place. When she visits this site, the system shows three options called visiting, immigration, and studying. Samantha chooses the visiting section that takes her to the page, where she selects Canada. Then, the system will show various categories such as initial steps for visitors, weather, clothing, tourist places, shopping, food, etc. and also a separate section for a discussion forum where users can discuss different topics. Samantha clicks on 'weather' to know the climatic condition in December, February, and March and learns about the precautions. And then, she visits the clothing section to learn about suitable clothing in winter in Canada.

Samantha accomplishes her goal when she receives a clear information on categories such as shopping, clothing, and weather conditions in Canada.



Samantha Jules



Having prior knowledge about a country before travelling is necessary to reduce risks and save time”

BIO

Samantha is outgoing and relishes travelling. She is working as a Business Analyst in South Korea and frequently travels to other countries on business work. She always prefers to perceive information about a new country before her journey since she believes having a precise knowledge about the place could reduce difficulties and risks that might occur during her stay in the new country.

NEEDS AND GOALS

- To find clear information about the place she is moving to.
- To collect info from one platform that could save her time from browsing for different topics on multiple topics
- To plan ahead based on the information she received
- She wants to know the best places to travel and shop during her stay
- She needs a well organised sections

FRUSTRATIONS

- She has difficulties in finding clear info
- She has to spend plenty of time online to search for information
- She has no time to browse for different topics

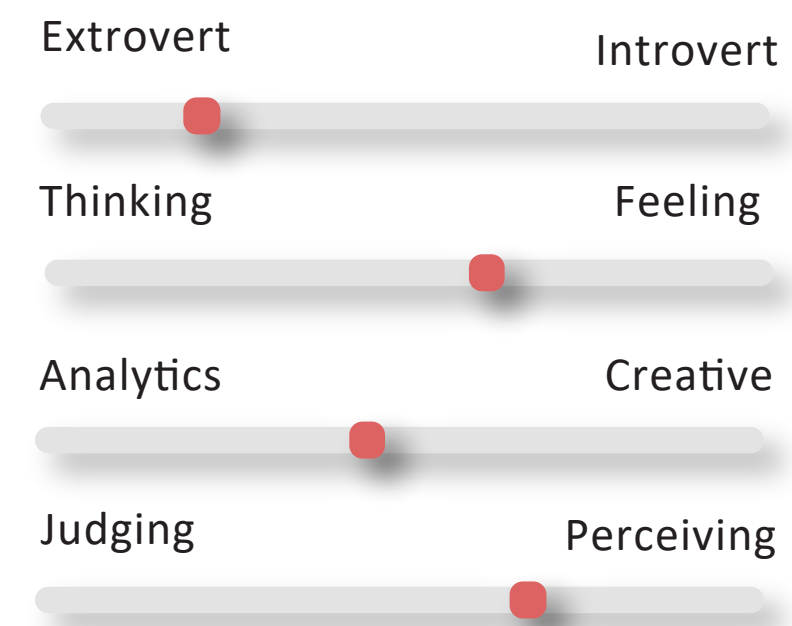
SOCIAL AND CULTURAL ENVIRONMENTS

- She lives with her parents and siblings
- She has many friends and spends most of her time with them
- She likes pets

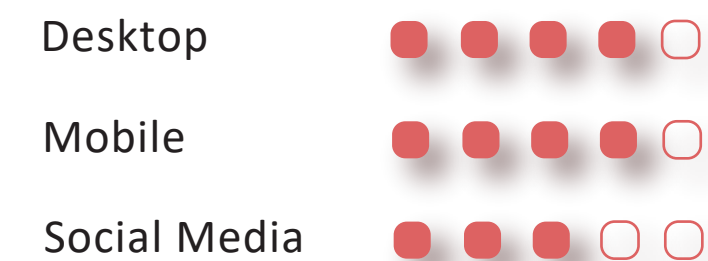
MOTIVATIONS

- Ambitious and never give up attitude
- Being independent
- Social person which drives her to explore new places and meet new people

PERSONALITY



TECHNOLOGY



27, Female, Single



Business Analyst



Busan, South Korea

Persona 2 - Scenario (Immigrant)

Sushma Rao, 32 years,
Product Designer, India.

Sushma Rao, 32 years old woman, lives with her husband and two kids in Punjab, India. Sushma is passionate about reading articles online. Once she comes across a fascinating article on immigration, where she finds out that the UK and Australia have some unique criteria in granting permanent resident visas. This article compels her to know more about these two countries and the differences between them in terms of education, employment, weather, health, accommodation etc. She wants to determine the best place to get settled with her family and wants to find out which country is pertinent to her occupation. When she searches online to find the differences between Australia and Canada, she discovers the information is obscure. However, she creates a profile to apply for the visa on Australia's official immigration website and starts preparing for her visa processes.

During the process, she wonders about a few things such as the education for her kids, job opportunities, and what initial steps they need to go through as soon as they arrive. And the information on the website is not clear enough for her to proceed ahead. She wants someone to clarify her doubts, especially the people who had gone through these processes before. She believes that people who already experienced all these can justify clearly, which helps her to plan.

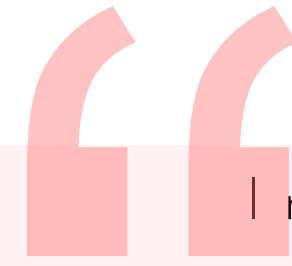
She visits a few websites to find the info that would clear her doubts; however, Sushma has no satisfaction with the data she received from the existing websites. She needs a platform, where she could ask a question and discuss further until she gets a clear knowledge about the current steps they should go through. As she deems that knowing information about the processes before their arrival could avoid difficulties that might occur as soon as they land. Furthermore, she wants to know about the cultural differences between India and Australia.

Sushma visits this platform and selects the immigration option, where she chooses Australia from the countries list., where She finds a section called cultural differences along with other categories. Sushma clicks on Australia and India to learn about their cultural differences. And then she chooses the discussion forum section, where she asks a question under employment section to know about the job opportunities.

Sushma accomplishes her goal when she receives reliable information/answer from other users in the discussion forum and info on the cultural differences between India and Australia.



Sushma Rao



I need a platform with a wide range of information to know about the country I am moving to”

BIO

Sushma is an ambitious and hard working woman, who is working as a Product Designer in India. She is married and has two kids. She wants to move to either Canada or Australia and is looking for info to know the differences between these two countries. And she needs someone to clear her doubts on different topics such as education for her kids, job opportunities, initial steps etc.

NEEDS AND GOALS

- She wants to know the differences between Canada and Australia
- info from the people who had gone through the processes and have clear knowledge about the topic she wants to know
- To learn about the cultural differences between India and the country she is moving to

FRUSTRATIONS

- She is not getting enough info from the official websites
- No platform to discuss with others on different topics about different countries
- No platform with wide range of information including visa processes

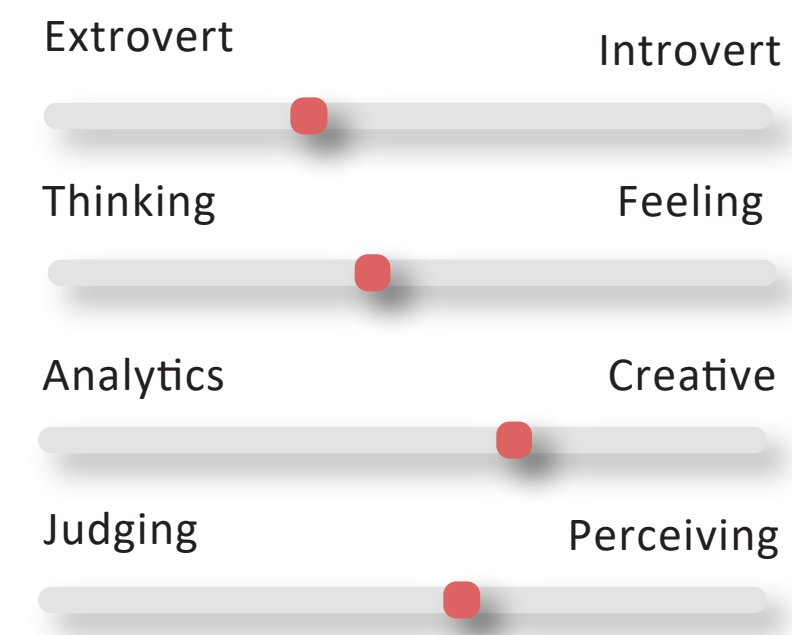
SOCIAL AND CULTURAL ENVIRONMENTS

- She lives with her husband and two kids
- She spends her time with family and relatives
- She reads articles on internet during her free time

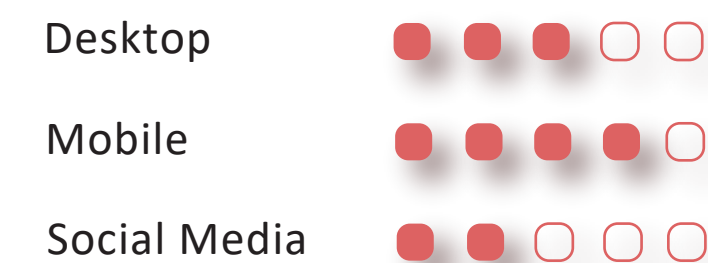
MOTIVATIONS

- She always works hard to grow in her profession
- She doesn't want to take decisions without proper information
- She has family oriented goals

PERSONALITY



TECHNOLOGY



32, Female, Married



Product Designer



Punjab, India

Persona 3 - Scenario (Student)

John Curtis, 24 years,
Student, Brazil

John Curtis, 24 years old, from Brazil, attends one of his friend's birthday party, where he meets some of his school friends after a long time. He feels excited as soon as he comes across his best friends and reminisces about his old days and all other prankish things he did. They start their discussion about their career and other plans. During their conversation, one of John's friends raises a topic regarding their higher studies and mentions that he applied for master's degree program in one of the Australian universities.

John continues this discussion with his parents and expresses that he has the ambition to study either in the USA or Canada. From the advice of his parents, John calls his cousin, who is studying masters in one of the American universities and asks for information on USA universities, culture, climate, cost of living etc. and further questions the difference between the US and Canada is. His friend elaborates about the USA; however, he mentions he has no idea about Canada. John wants to know about Canada too. Therefore, he searches for information online to see which country is best for his field of education and future settlement.

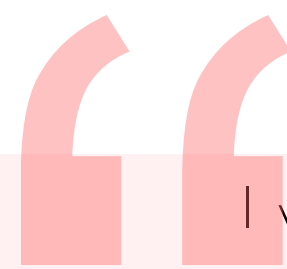
Although few websites have data about these two countries, he struggles to find precise information that is essential to him such as the differences between the US and Canada, basic rules, and the cost of living for students. And further checks on the official websites of Canada and the US. However, he finds out those websites have limited information and not clear enough. As its time to apply for universities, he gets worried about the admission time and wants to know about these two countries before the application deadline.

John enters this site and selects the student section and then chooses the discussion forum, which takes him to the page with different categories where he clicks on the education section. Then he starts asking a question about the cost of living for students in Canada. The other user who had an experience or has knowledge about the topic can clarify this question and discuss it further. Through this discussion, John receives information on student expenses in Canada from an experienced person.

John accomplishes his goal when he receives reliable information on the student expenses in Canada form the discussion forum.



John Curtis



I want to know the differences between the countries' education system and cost of living for students"

BIO

John is a student from Brazil and is active in social media. He wants to enroll in a master's degree in business management and is looking for information on universities and colleges across the world. He aims to get a quality education and the best place to live. He wants to know this info before the deadline for the application ends and needs an extensive information in one place.

NEEDS AND GOALS

- He wants to get information before the application time ends for enrollment in universities
- He wants to see the differences between US and Canadian universities and cost of living for students
- He wants to know about the accommodation details and cost of living for students

FRUSTRATIONS

- No platform that shows or discusses on the differences between US and Canadian education system
- finding required information in less period of time
- Limited content in the existing websites and is not clear

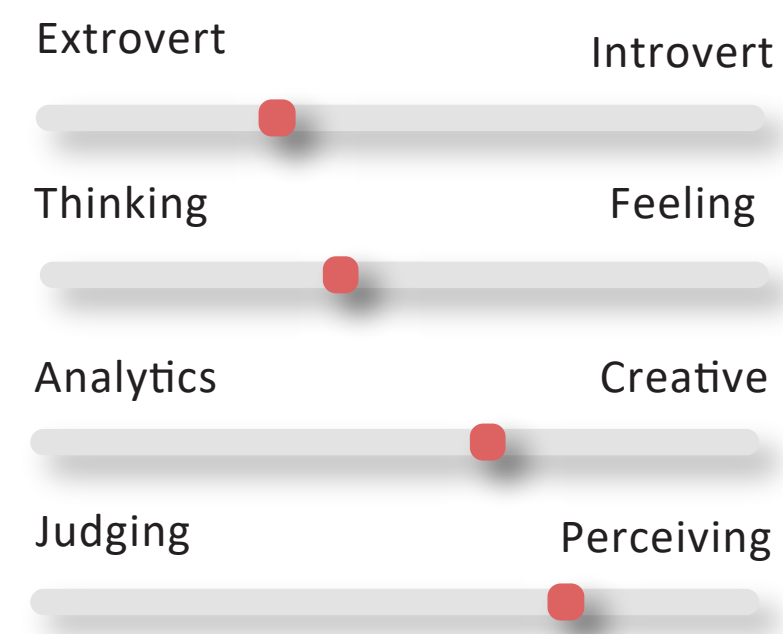
SOCIAL AND CULTURAL ENVIRONMENTS

- He lives with his parents and sister
- He hangs out with friends in his free time
- He likes to live in a positive environment

MOTIVATIONS

- He wants to grow in his life taking right decisions before taking any step
- Wants to fulfill his family dreams by settling in a good career
- He does not like to spend money unnecessarily

PERSONALITY



TECHNOLOGY



24, Male, Single



Student



Sao Paulo, Brazil