

441fall2021**Preso #2****Who is YOUR Customer? + MVP1 Design & Rationale**

- Identify the persona = customer for your app...
- and make sure the MVP1 is addressing the most pressing problem of that persona – the most pressing pain

Due date: Sept 22**3 minutes Presentation + 1 minute Comments/Feedback**

- **BEFORE CLASS - Upload your Team Presentation as a PDF!**
 - **Section 1, Presentation #1** <https://tinyurl.com/441fall2021section1Preso1>
 - **Section 2, Presentation #1** <https://tinyurl.com/441fall2021section2Preso1>
- **NAME the file: 441fall2021section<1 or 2> <project name>**

KEEP THIS IN MIND:*who NEEEEEEEEEDS your product... who has a pain**that's not**who WANTS your product**that's not**who can use it**but...**... who REEEEEEEALLLLLY NEEEEEEEEEDS your product... who REALLLLLY has a pain.**And... being busy is NOT a justification – EVERYONE is busy!**this is hard concept...***GOOOOOD Resources on Creating Personas**

Seriously, Sports fans! Click on a few of these and read them through... each gives another take on how to create a persona.

- <http://marketingbeforefunding.com/2013/02/26/complete-guide-to-creating-a-customer-persona-for-your-startup/>
- <https://steveblank.com/tag/customer-discovery/>
- http://www.alexandercowan.com/customer-discovery-handbook/#Persona_Problem_Hypothesis
- <http://blog.hubspot.com/blog/tabid/6307/bid/30907/9-Questions-You-Need-to-Ask-When-Developing-Buyer-Personas.aspx#sm.0001nrp9u85r7csk11gasun9zqnne>
- <http://www.slideshare.net/Frankichamaki/design-thinking-with-persona>
- <https://www.groovehq.com/blog/customer-development>
- Review the article in: [Personas](#). Go to the section: Example of How to Make a Persona Description – Step 5

Examples of GOOD Preso #2 PDFs:

- <http://soloway.pbworks.com/w/page/138399879/SocialCard>
[http://soloway.pbworks.com/f/Hanger-Second-Presentation%20\(1\).pdf](http://soloway.pbworks.com/f/Hanger-Second-Presentation%20(1).pdf)

Slide 1: Title of your project + Problem statement- 5-8 seconds!

REMIND us what PROBLEM you are addressing. State the problem succinctly in ONE sentence.

Slide 2: Who is Your Customer? Identify a SPECIFIC Persona(s)

- Include these headings on slide 2 (Use full sentences! Yes, this slide violates the only bullet rule.)
 - Picture
 - Hard Facts
 - Interests and Values
 - Computer, Internet and TV Use
 - A Typical Day
 - Future Goals
- *Careful: some of you may well have two personas – remember Tom Meloche and the candle dipping – the child, the parent, the candle dipping owner, etc. But make it simple for yourself, please; keep the persona count down!!!!*

Slide 3a: What is the Persona’s KEY Problem/Pain & What is the Persona’s Motivation

- **Key Problem:** use a few sentences
- **Motivation:** what is driving your persona to have this problem?
- Remember: Use the Persona’s name in talking about the problem & motivation
- You should be able to fit Key Problem and Motivation on one slide
- REMEMBER: EVERYONE is busy – being busy is NOT a justification for using your app

Slide 3b: How is your persona surviving without your app? How is your persona solving the problem now?

- A **bullet** or two or three – that’s it!

Slide 3c: Where are you going to find 5 personas to test?

- A bullet or two listing where you are going to find those folks!

Slide 4 SPECIFIC MVP1 – what are you building that you will be testing

- What specifically are you going to build for your MVP1? In your Design Preso #1 you described a problem. In this preso – and in your MVP1 – you are going to build an app that addresses a KEY PIECE of that problem. What ONE PROBLEM are you going to address – and address it completely? LOVELY interface. GREAT user experience!

More specifically:

- **Slide 4a: Title: Use Case**

Show a KEY Use Case (you may need 2 Use Cases). Be REALLY REALLY specific;

- Remember this Use Case is a PIECE of the bigger problem – but a KEY piece.
- Remember to use the PERSONA in the use case
- Remember to identify THE MAJOR PROBLEM that this persona has that your MVP1 is addressing - the Persona can’t [do something]

“As a [persona],

I want to [do something]

so that I can [derive a benefit]“

- **Slide 4b, c, d, e: Title: Screen Mockups**

Have several slides/overlays/animations of screen mockups that walk through the **use case** – (1) use the persona, from the previous slide, (2) walk through, step-by-step, the use case – the way a user would use the features of your app. The screen mockups are sometimes called a “wireframe.”

- **Slide 4X: Title: Hypothesis that we are testing:**

Identify the hypothesis – that could be a sentence that you read to the class or it could be several bullets. WHAT hypothesis are you testing? What do you hope to learn? Why is that learning important?

- **NOTE:** Remember to include the persona in the hypothesis... do not go from Susie freshman to all students... that misses the point of using the persona.
- **NOTE:** Please do not include “stretch goals.” Focus narrowly in Preso #2!!