User Persona

Steve

22 years from Irvine California

Steve is Fresh Graduate in Computer Science from West Coast University, he knows JAVA but takes a lot of interest in UI development task

Steve's uncle Sam is a regular crowd worker in AMT which inspired him to try out crowdsourcing platform

Motivation

- Quick Money
- Explore crowdsourcing platform
- Get the experience of working on live projects
- Build rapport in the industry

Pain Areas

- No prior work experience
- Never had experience working on live projects
- Does not understand how crowdsourcing works
- Not sure of getting quality work

Setting the Context

Hey I am Steve a fresh graduate in Computer Science from West Coast University

Steve have some free time now, as the joining date in the new company is postponed by 3 months. He need some pocket money.

Uncle Sam told me to try Daemo, a newly launched crowdsourcing platform where I can get quick money if I am able to perform certain micro task

IDEA!!
Steve considered this as a lucrative option and started exploring Daemo

Steve is signing up as a worker in Daemo

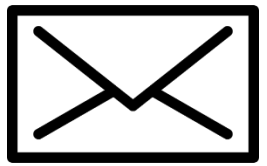
SCREENSHOT 1

Steve is signing up & filling in the registration form

SCREENSHOT 2

He fill in all the relevant details about his educational background, work experience, online portfolio if any

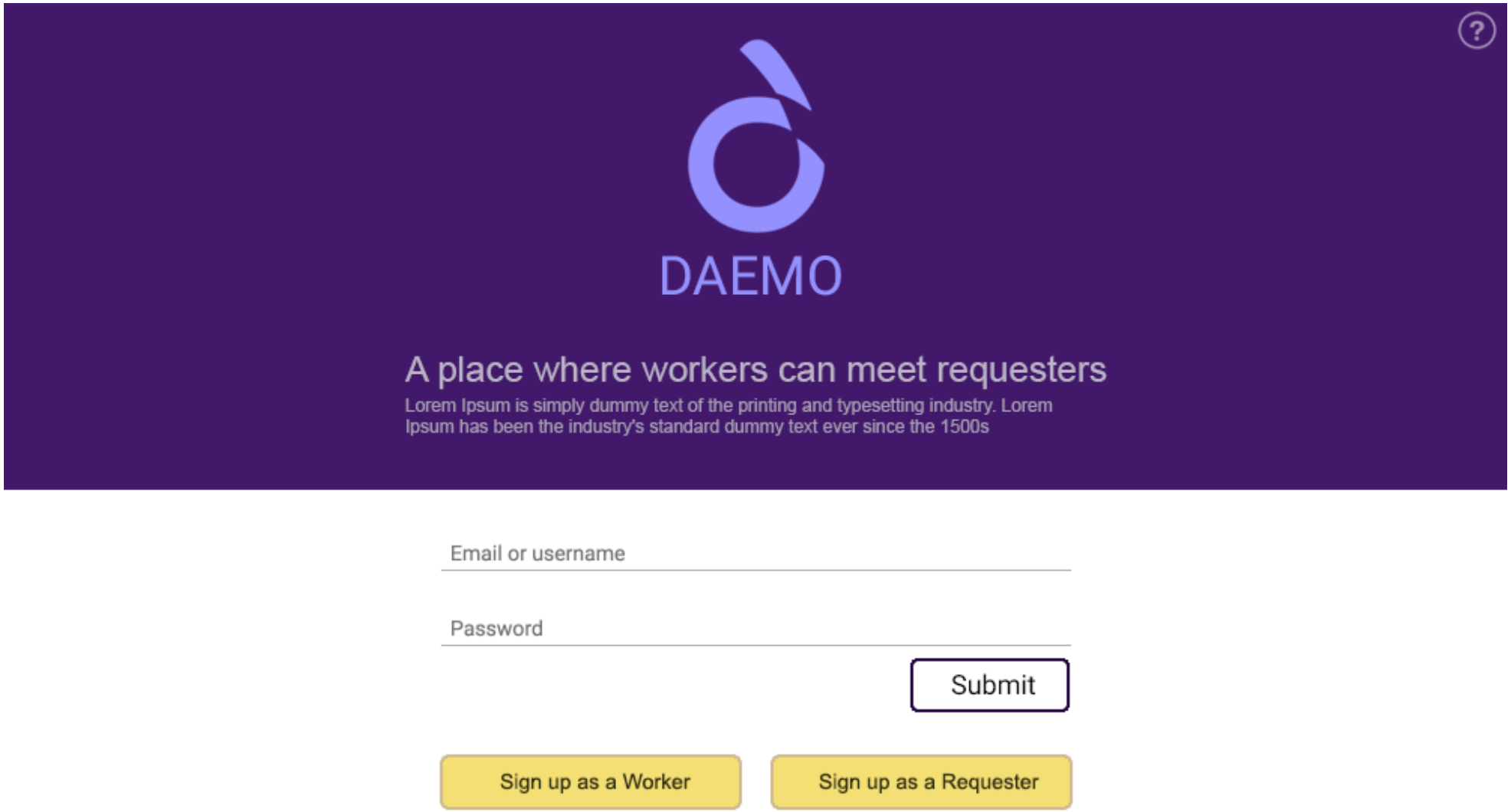
Post registration Steve is now waiting to get his registration request accepted



And finally a welcome email from Daemo. Steve's registration request got accepted and he is all set to work

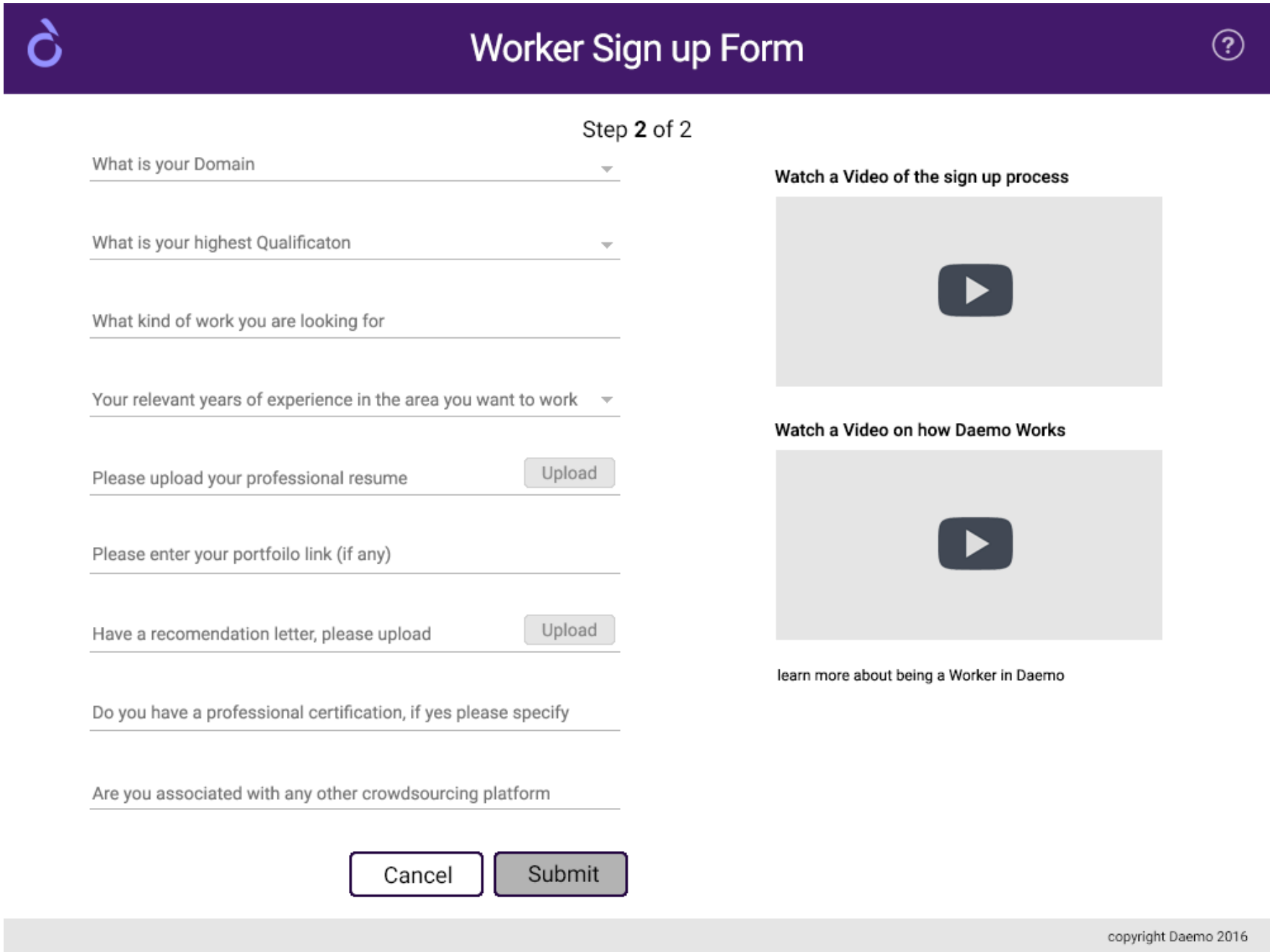
Steve is now on the Daemo Homepage

SCREENSHOT 1

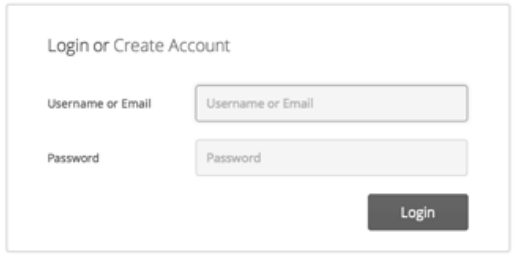


Steve is signing up as a worker & filling up the registration form

SCREENSHOT 2

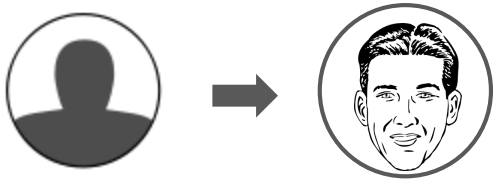


Steve logs into Daemo as a worker and update password & profile

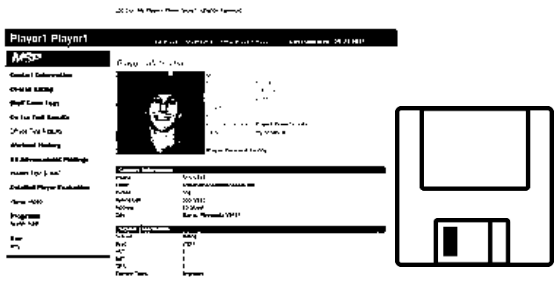


Steve logs into DAEMO using the user id password he had received in the email

The system prompts to change the password, Steve further checks his profile information and set the confidentiality level by marking few details as private



He also upload his avatar pic



Steve clicks on save button to save his updated profile information

Well, this looks cool!

Steve get 2 options to choose from

SCREENSHOT 3

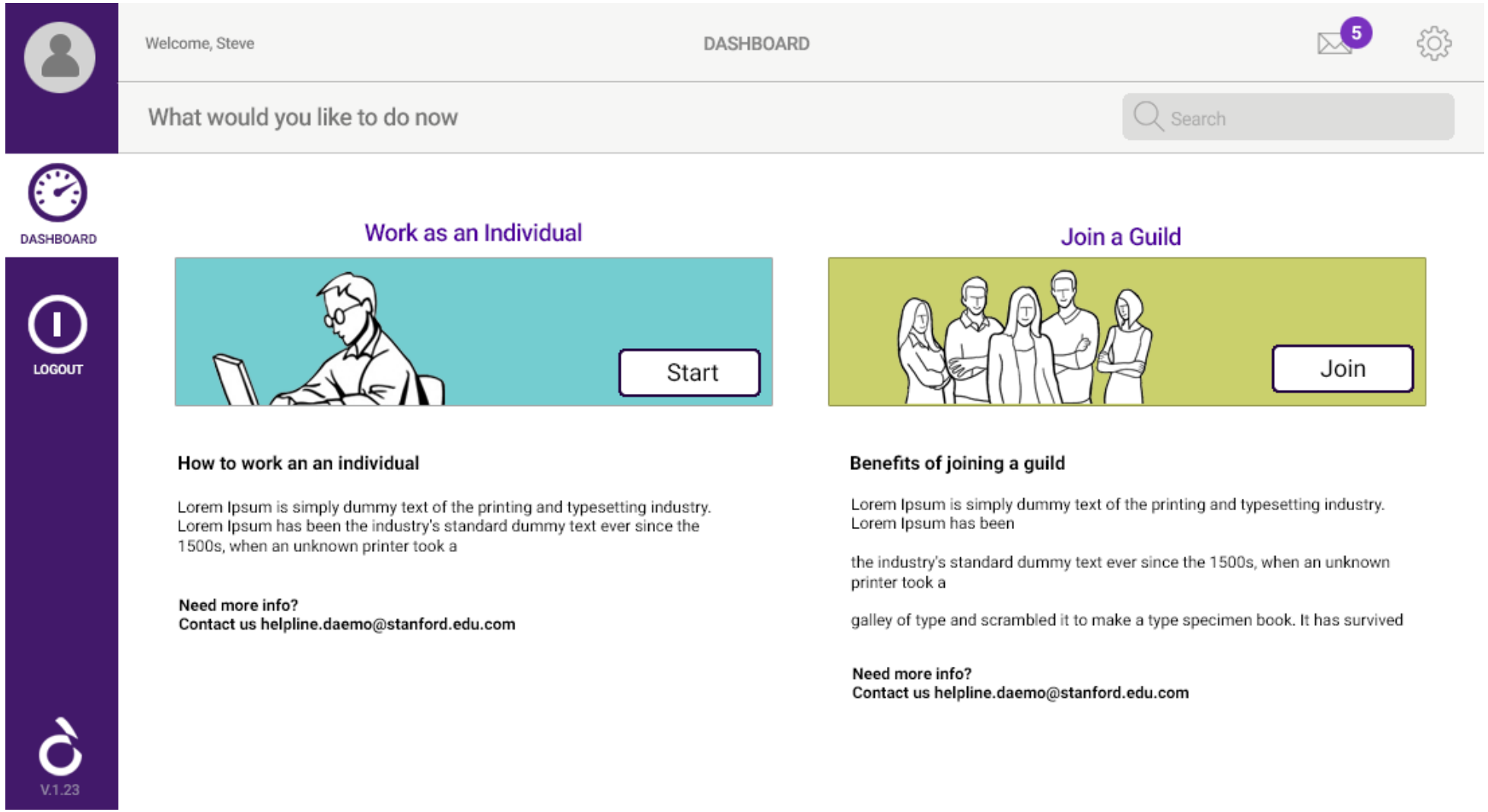
Steve is now in the Dashboard where the system prompts him with 2 options

- Work as an Individual
- Join a Guild

Steve get to know the benefits of joining a guild but in order get accustomed with the system he preferred working as an individual for the time being

Steve is now in the Dashboard where the system prompts him with 2 options

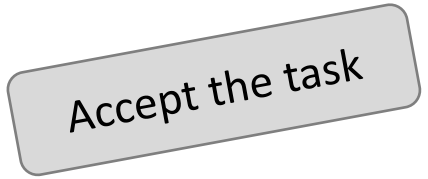
SCREENSHOT 3



After choosing to work as an individual worker Steve started searching for a task

Steve Start searching tasks using parameters like wage, time allotted to complete task, task type and skill needed to perform a task

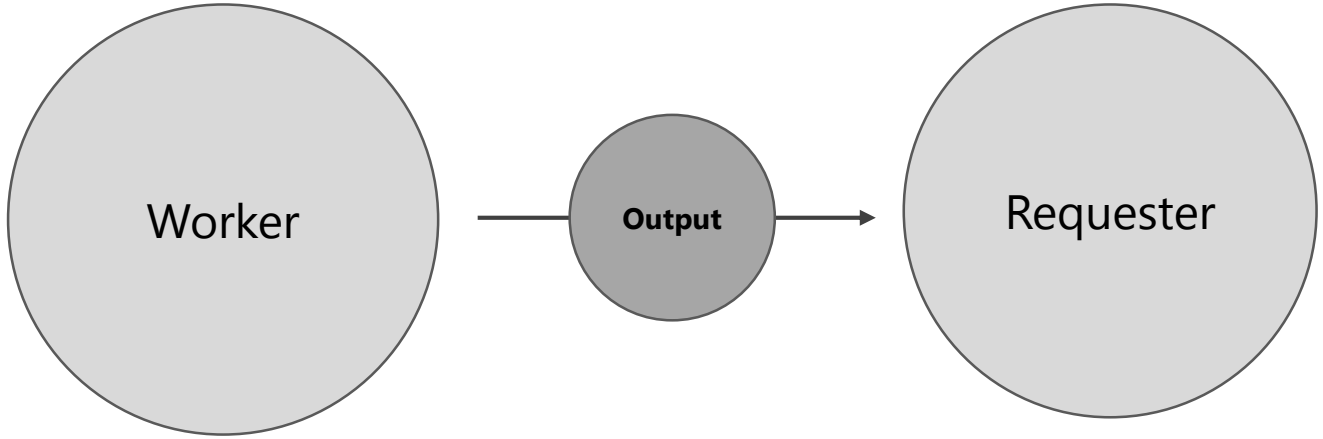
Steve gets to see a image tagging task posted by a requester
There are some roughly 100 images that has to be tagged for which the money offered is 10$



Steve accepts the task by clicking on "accept the task" button and started reading task instructions

After 4 hours

Steve successfully complete the task and submit the same, it is now the job of the requester to validate the task & release the payment



Bummer – Steve feels dejected

Steve first task got rejected by the requester stating reasons " that the instruction was not followed
Steve feels dejected

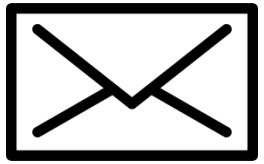
Steve read the instruction carefully this time & reworked on few files and posted it back to the requester

After 1 week

He waited for the requester to respond, but the requester never came back even after a week

Steve posted this as an issue over a chat and discussed with few other worker and got suggestion about joining a guild

Steve decides to join a guild

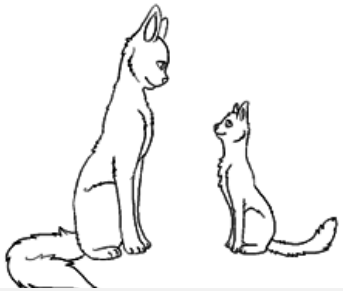


Steve already know about guilds has already received emails about the benefits of joining a guild

He is quite excited with the proposal

- Guild would provide on the job training to workers
- Guild have internal review mechanism

Steve apply to join a guild



His application got accepted and he joined as a level 1 (beginner) worker

Steve was also assigned with a mentor George

Steve is now a part of Guild

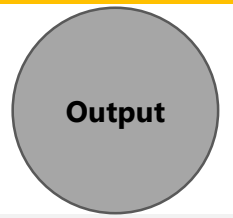
Steve Joined a guild called UI,
He logs into daemo and view his dashboard

SCREENSHOT 4

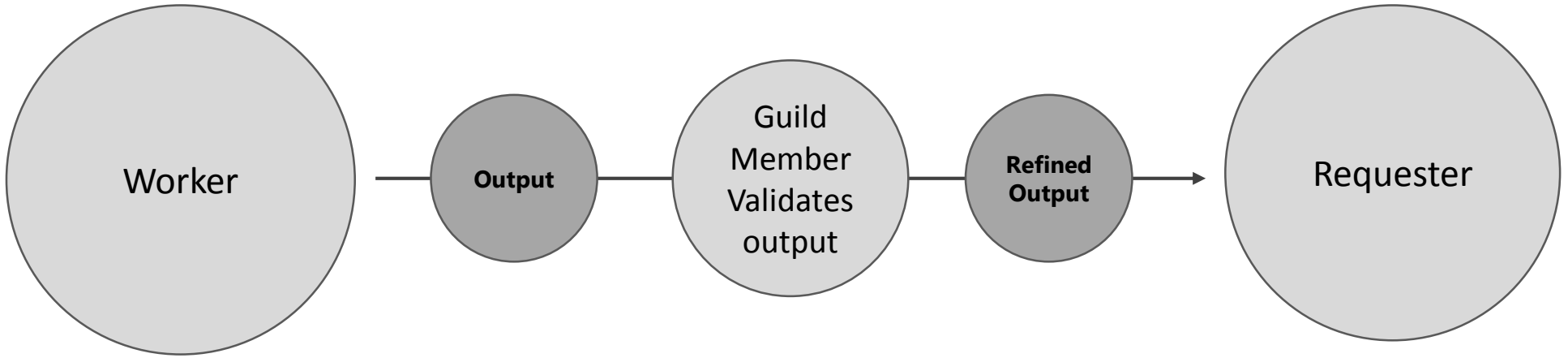
Steve logs into Daemo and view his dashboard

Steve find a task already allotted for him and start working on the same

After 4 hours

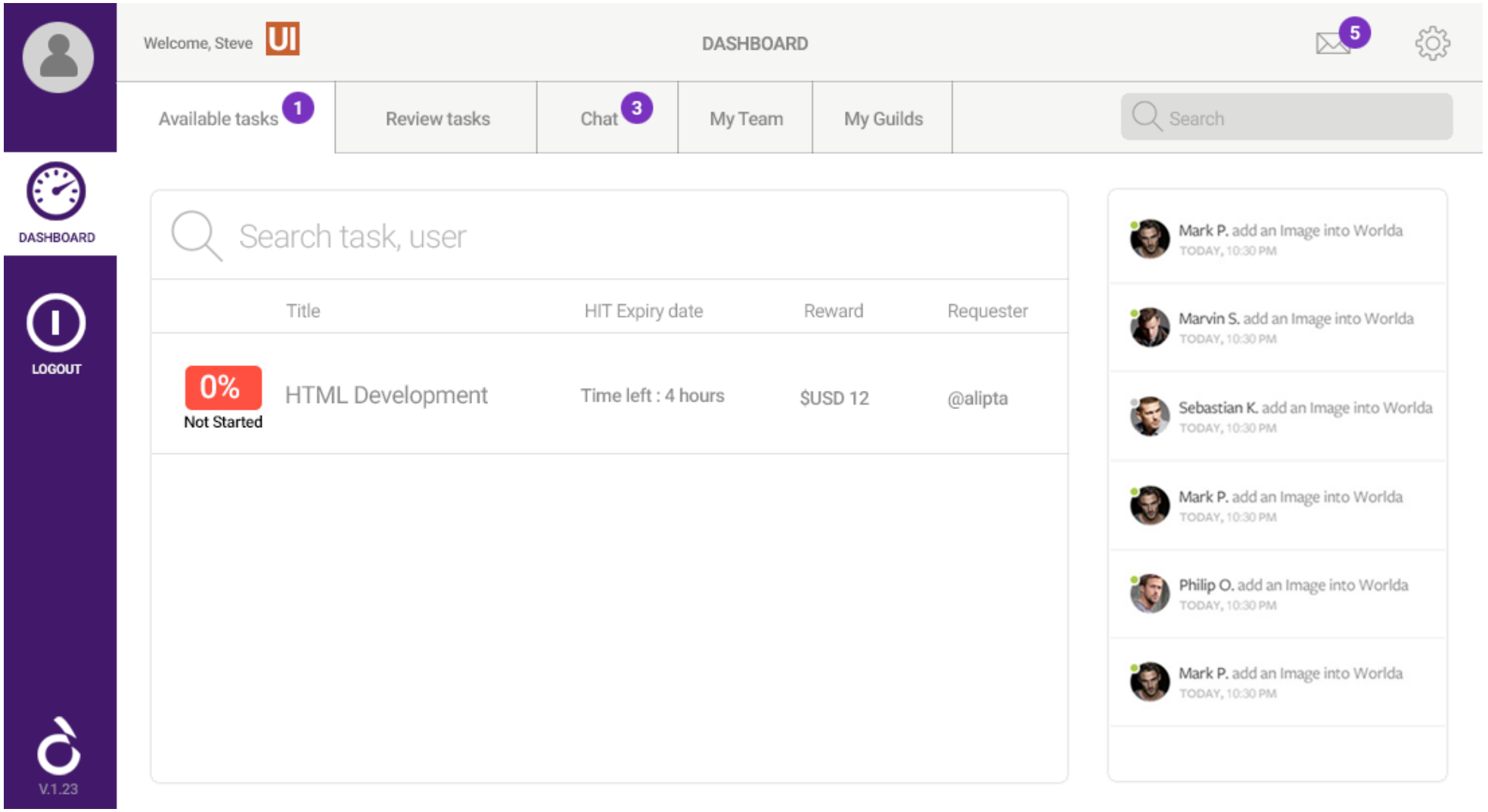


Post task completion Steve submits the completed task which goes to guild member for a review



Steve is now a part of Guild

SCREENSHOT 4



Steve performed a task which is under review

The task completed by Steve is under review

SCREENSHOT 5

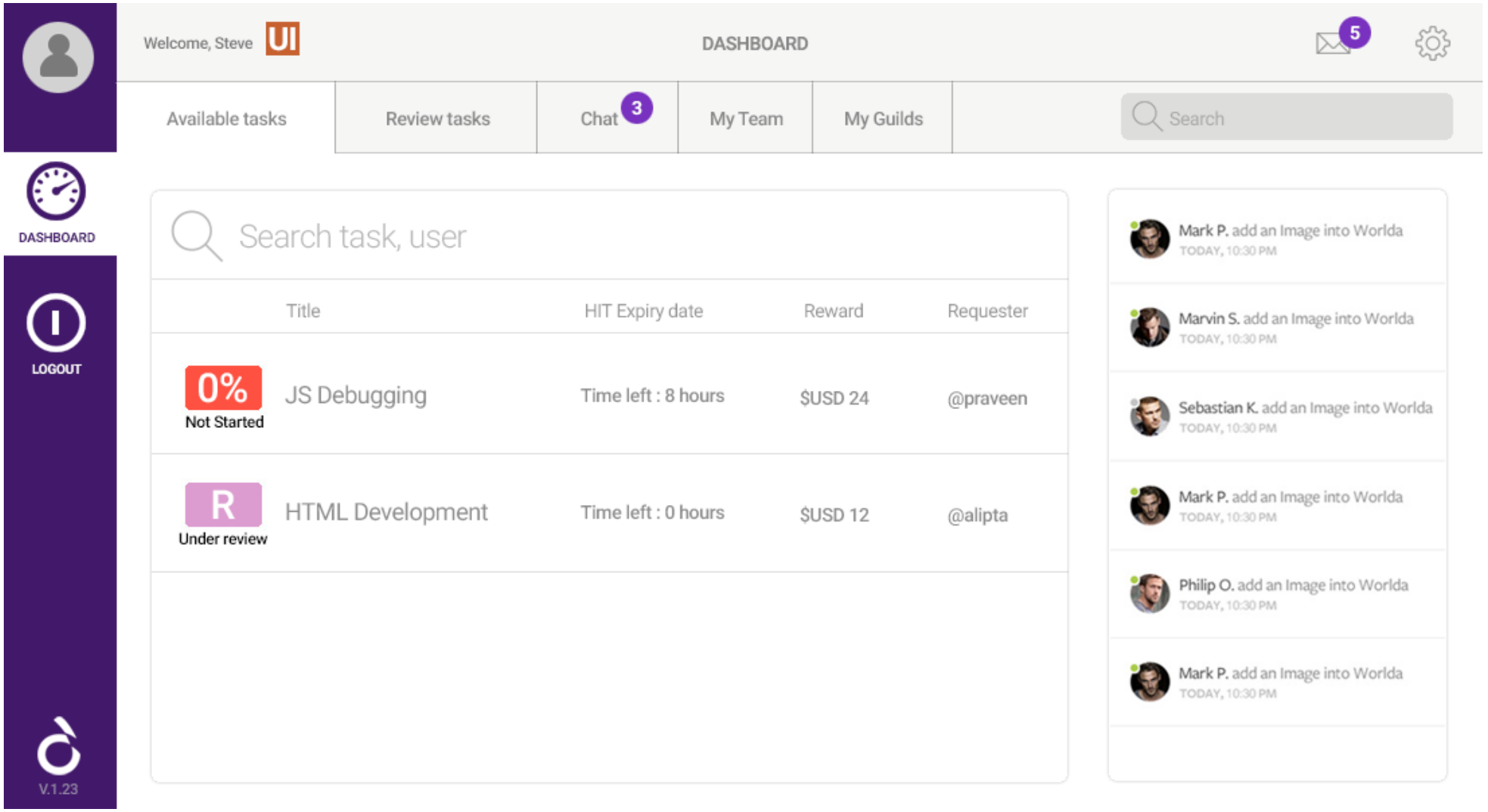
In the meantime Steve got another task in hand which he would start working on

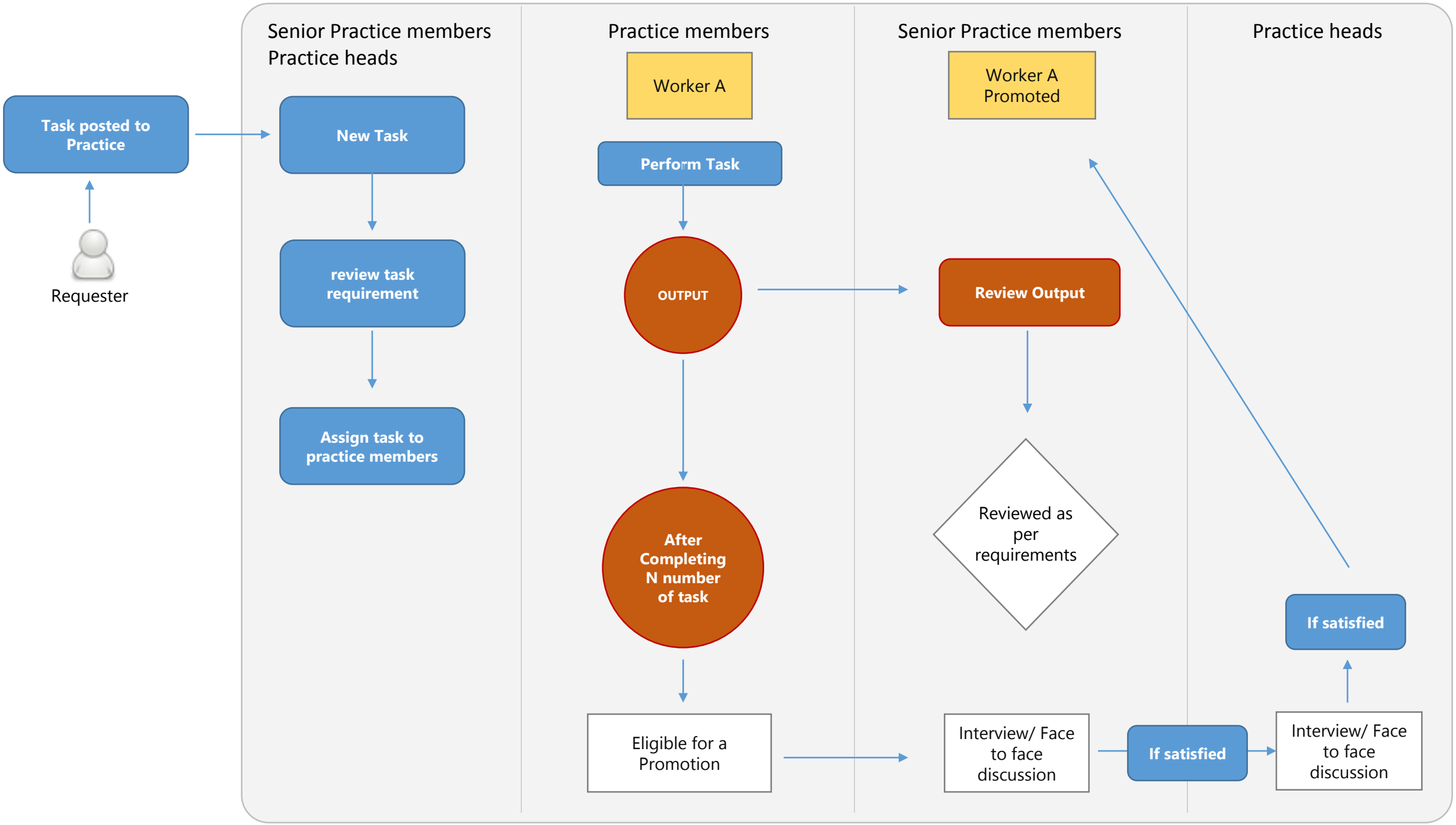
Steve started reading instructions for the new task in hand

Steve start doing the new task

Steve got a new task in hand

SCREENSHOT 5




Senior Practice members
Practice heads
Practice members
Senior Practice members
Practice heads
Task posted to Practice
Requester
New Task
review task requirement
Assign task to practice members
Worker A
Perform Task
OUTPUT
After Completing N number of task
Eligible for a Promotion
Worker A Promoted
Review Output
Reviewed as per requirements
Interview/ Face to face discussion
If satisfied
Interview/ Face to face discussion
If satisfied