

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



Email or username

Password

Submit

Sign up as a Worker

Sign up as a Requester

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



Worker Sign up Form



Step 2 of 2

What is your Domain

What is your highest Qualificaton

What kind of work you are looking for

Your relevant years of experience in the area you want to work

Please upload your professional resume

Please enter your portfoilo link (if any)

Have a recomendation letter, please upload

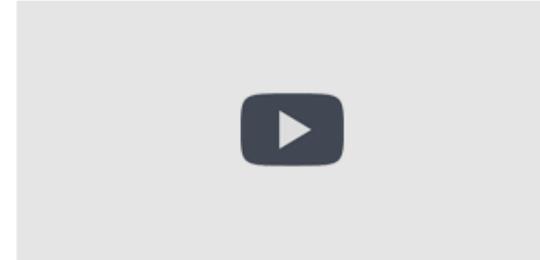
Do you have a professional certification, if yes please specify

Are you associated with any other crowdsourcing platform

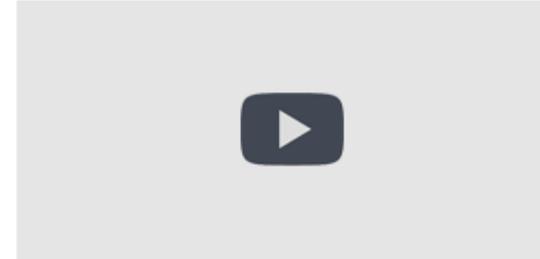
Cancel

Submit

Watch a Video of the sign up process



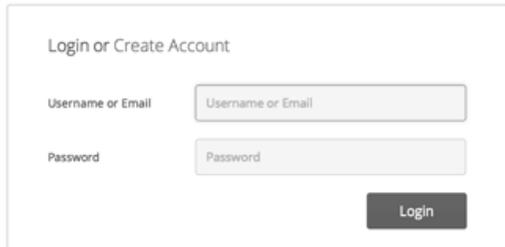
Watch a Video on how Daemo Works



[learn more about being a Worker in Daemo](#)

SCREENSHOT
2

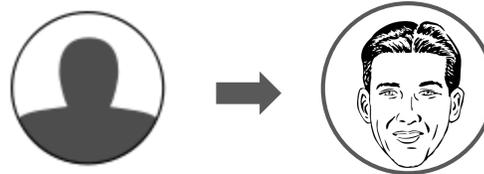
Steve logs into Daemo as a worker and update password & profile



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

Welcome, Steve

DASHBOARD

5

What would you like to do now

Search

Work as an Individual

Join a Guild

Start

Join

How to work an an individual

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a

Need more info?
Contact us helpline.daemo@stanford.edu.com

Benefits of joining a guild

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been

the industry's standard dummy text ever since the 1500s, when an unknown printer took a

galley of type and scrambled it to make a type specimen book. It has survived

Need more info?
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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\$

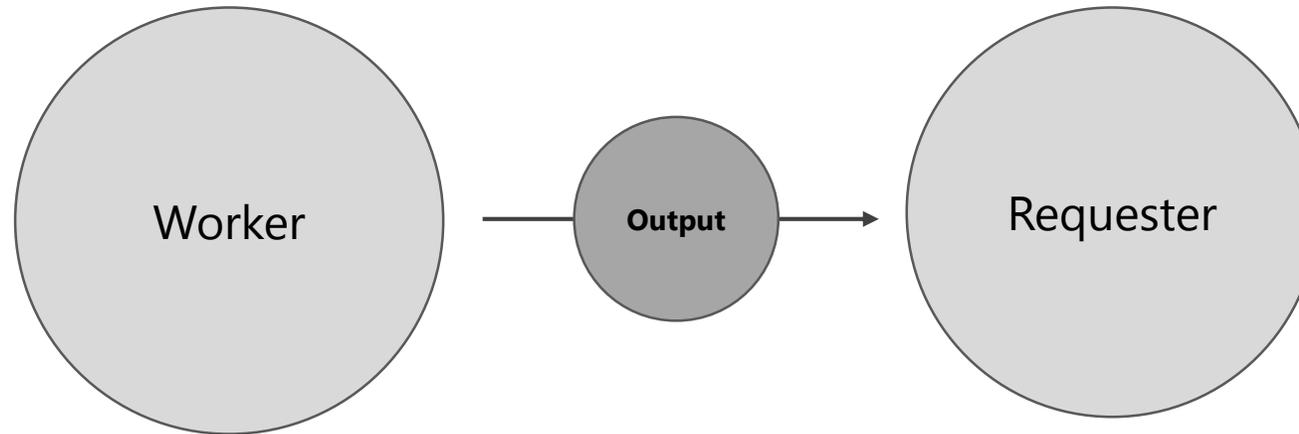
Accept the task

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

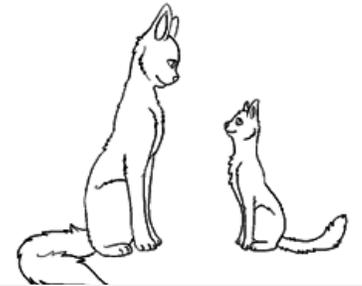


He is quite excited with the proposal

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

APPLY

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



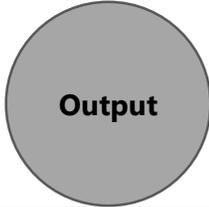
Steve Joined a guild called UI,
He logs into daemo and view his
dashboard



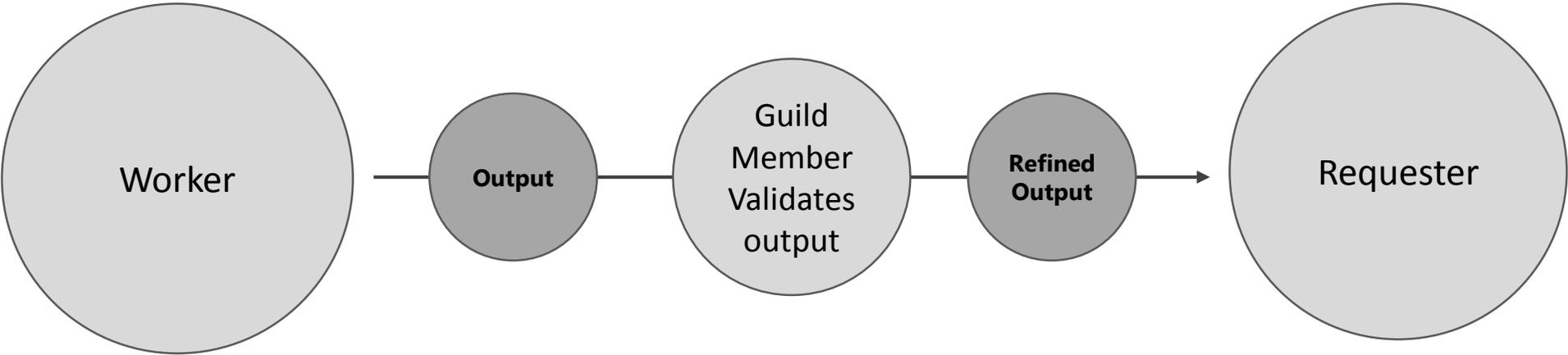
Steve logs into Daemo and view his
dashboard



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



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



Steve is now a part of Guild

Welcome, Steve **UI** DASHBOARD 5

Available tasks 1 Review tasks Chat 3 My Team My Guilds

DASHBOARD

LOGOUT

V.1.23

Search task, user

Title	HIT Expiry date	Reward	Requester
0% HTML Development Not Started	Time left : 4 hours	\$USD 12	@alipta

- Mark P. add an Image into Worlda
TODAY, 10:30 PM
- Marvin S. add an Image into Worlda
TODAY, 10:30 PM
- Sebastian K. add an Image into Worlda
TODAY, 10:30 PM
- Mark P. add an Image into Worlda
TODAY, 10:30 PM
- Philip O. add an Image into Worlda
TODAY, 10:30 PM
- Mark P. add an Image into Worlda
TODAY, 10:30 PM

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



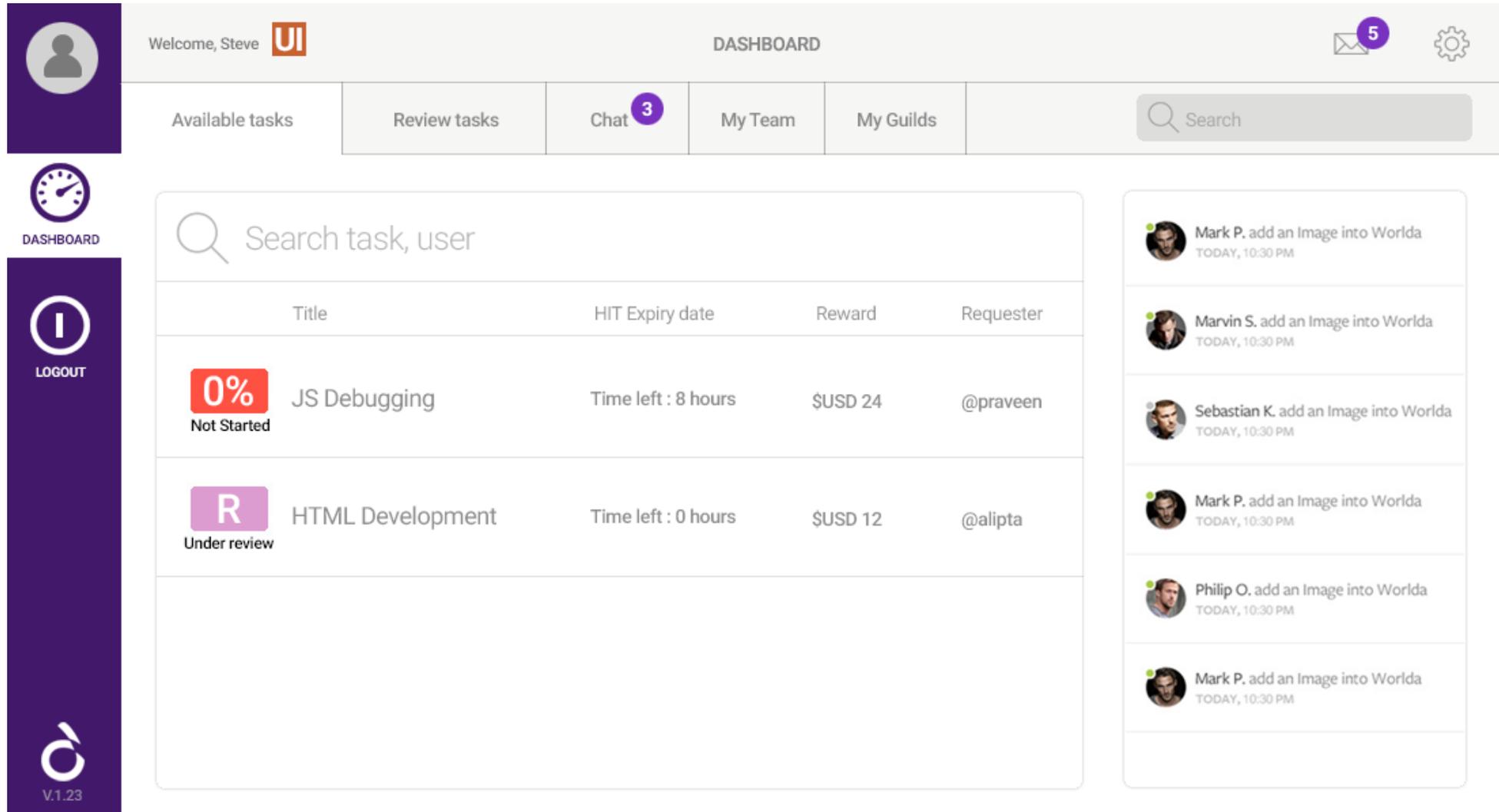
Steve started reading instructions for the new task in hand



Steve start doing the new task

Steve got a new task in hand

SCREENSHOT
5



Welcome, Steve **UI** DASHBOARD 5

Available tasks | Review tasks | Chat 3 | My Team | My Guilds |

DASHBOARD

LOGOUT

V.1.23

Title	HIT Expiry date	Reward	Requester
0% JS Debugging Not Started	Time left : 8 hours	\$USD 24	@praveen
R HTML Development Under review	Time left : 0 hours	\$USD 12	@alipta

- Mark P. add an Image into Worlda
TODAY, 10:30 PM
- Marvin S. add an Image into Worlda
TODAY, 10:30 PM
- Sebastian K. add an Image into Worlda
TODAY, 10:30 PM
- Mark P. add an Image into Worlda
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