



By Anadea BA experts

# Your Mobile App & *The User Persona* You Should Have



# The *ultimate* how-to guide

For a person who would like to make a great app without spending money on unnecessary features.

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# Definitions used in this material

## User Persona (Buyer Persona)

A fictional representation of an ideal app user based on research and data from your target audience — their age, gender, occupation, hobbies, etc. This image of an ideal user gives you a better understanding of who they are, what their goals and pain points are, and how they behave when using your app.

## Minimum Viable Product (MVP)

A version of an app with functionality just enough for early customers to solve their problem. It comprises only vital app features and is cheaper to develop compared to a full-fledged application. It also helps test the demand for an idea, save money and development resources, and minimize risks.

## Business Analysis

Business analysis is the practice of identifying and defining business problems, opportunities, and objectives, and developing solutions to address them. It involves gathering and analyzing information, identifying stakeholder needs, and developing and implementing effective strategies and solutions to meet business goals.

## Business Analyst (BA)

A professional specializing in Business Analysis who applies Business Analysis best practices to optimize business performance, reduce costs, and identify a market opportunity. On IT projects, Business Analysts are mainly involved in the Discovery phase which precedes software development.

## Discovery Phase

The process of researching, collecting, and analyzing information on the project before the start of development that takes from 3 to 8 weeks. What clients get from the discovery phase is an understanding of what the product will look like and a clear, established, and prioritized work scope.