# **Personas**

(Thomas O’Mahony, Rian Mc Hale, Agnieszka Krzemkowska)

***What is a persona?***

A persona is an imagined character that is created to portray the different types of users that may use the product to help understand the design features and interface that is suited to a user.

# **Persona 1 – Angelina, a student**

Angelina, age 19, is a nursing student in SETU, currently in her 2nd year of studies. She was born in a rural town in South Cork, where her mother worked as a nurse at Cork Hospital, and her father worked as a software engineer in Google. She has hobbies on the side, which includes knitting and swimming. A lot of her friends ended up staying in Cork, resulting in her feeling homesick especially as she lived in student accommodation and only ever returned on the weekends or holidays. Growing up, she was always inspired by her mother’s job and she wanted to also save lives. Angelina was aware of the workload due to her mother’s experience, but she saw it as a reminder of the importance of hard work and dedication. She is extremely dedicated and motivated with her studies, especially as she wants to impress her mother with her skills. As the oldest daughter of three, she feels like a role model for her younger siblings, pushing herself to work harder.

Angelina’s dedication to study became a lot harder when she started university, as a lot of the sources she would use would be exam papers, but she still struggles when it comes to finding them. She hates asking questions in class, so she often avoids asking about the paper’s location. While enjoying attending lectures, she prefers learning the material herself or in study groups. The SETU Cloud application would spike great interest for her, as it provides her with a lot of her study needs and makes her study a lot easier. It would provide easy access to past exam papers, but also the possibility to create or attend study sessions with other fellow students.

# **Persona 2 – Matthew, a lecturer**

Matthew is a Physics lecturer at SETU, at the age of 59. Originally from London, England, Matthew was always passionate about science from a very young age, frequently competing at multiple science fairs, either solo or in a team. After years of intense study, he graduated from University of Edinburgh with a master’s in physics. During his studies, he met his partner who happened to be Irish. After his first child was born, they moved to Waterford, Ireland as his wife wanted to be closer with her sick mother. He decided to become a lecturer at SETU as he loves to share his knowledge and his passion.

Matthew never particularly paid attention or was interested in technology or the development of it, and he never even owned a social media account. He despises the virtual learning environment, so he doesn’t partake in it unless needed to. He believes face-to-face teaching is most effective, and enforces that attendance is mandatory for each of his classes; lectures or labs.While he acknowledges his own opinions about technology, he is also aware that his students may prefer digital tools for learning so he attempts to accommodate them through email. A lot of students don’t know where to find the email as it was never provided anywhere that is easily accessible. Matthew doesn’t really understand how things may work, so all of the exam papers for his module are unorganised and not in an easily accessible location but he doesn’t know how to fix it. He may use SETU Cloud as it would provide an easier interface for him to upload and store exam papers, ensuring his students may access them without contacting him, but he would not use any other features as he has no interest in them.

# **Persona 3 – Sam, a student**

Sam is a 21-year-old accounting student at SETU. He is currently in his 1st year. He was born in Clonmel and decided to study in Waterford mainly due to the social scene, as he enjoys partying at night. Before starting at SETU, he took a gap year as a break from education. He plays at his local soccer team and plays video games with his friends. His mother is a caregiver at a retirement home, and his dad works as a truck driver. He has a very laid-back attitude, resulting in him prioritising fun over responsibility. He doesn’t really care much about his grades and studies, so he rarely attends any classes and only puts in effort when needed. Regarding exams, he often struggles with his lack of preparation and tries to cram information into his head before the exam itself.

SETU Cloud may be essential to Sam as he tries to pass his important exams. He wouldn’t be an active, engaging user but rather using it for quick access. He may find the remix mode useful too, as it randomises the questions throughout the years so the study is more minimal while covering key topics and he may discover a pattern of commonly asked questions throughout the years. He might also use the discussion feature but is more likely to look at existing answers rather than actively post himself. If he has any questions, he would appreciate being able to find lecturer emails with ease but would only reach out as a last option. Sam relies more on efficiency and convenience rather than typical study methods, in which he might find SETU Cloud helpful. The application removes having to search for the resources that usually are difficult to find, ensuring Sam has an easier time attempting to prepare for his future exams.

# **Persona 4 – Jennifer, a student**

Jennifer is a 18 year old 2nd year Arts student aspiring to be a future secondary school teacher, specifically teaching English and Irish. Her mom is a stay at home mom, while her dad is a construction worker. She was born in Dublin, and has lived there her entire life until she decided to study at SETU. She was an average student but always excelled in Irish. Her parents have sent her to the gaeltacht multiple times over the years but she has always struggled with making new friends. She loves to travel, try new international foods and learn new languages. Over the last 3 years, she has been learning Spanish privately. In her second year, she is currently studying English and Irish, as she dropped law last year. She is also a perfectionist, who has an obsession with stationary and planning. All of her studies and daily routines are previously planned out. She would love for a place to be able to find more fellow students like her who have a passion for learning language.

Jennifer may find SETU Cloud’s study group feature useful as she will be able to find students who are currently studying the same thing as her, and she is able to make new friends a lot easier because they will all have similar interests. Hopefully, this will give her an opportunity to expand her social life while also doing what she loves. She might also use some past exam papers from her modules, and potentially Spanish modules to educate herself more.