TOOLS AND TECHNIQUES FOR SOFTWARE ENGINEERING

Documentary --- Persona

Group: TeamF

Edited by: Karl Samaha

Yi Shen

Dana Short

D.Richard Smith

Yiguo Sun

Compiled by: Yiguo Sun

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# Introduction to Personas

For understand the needs of Team F’s users, Team F conducted interviews to identify the needs of users.

From the results and interviews, Team F members created four personas: Cashier, Data analysis Student, engineering student, and Luddite. All personas documentary can be checked on the GitHub website of Team F. Web site is: https://github.com/5541-f

| **Picture** | **https://camo.githubusercontent.com/d5ab311089ec005f1ecd831ffba5fc640b204dcb/687474703a2f2f636172656572732e6a706d6f7267616e2e636f6d2f636172656572732f313332303639303933383931312f313332303534353332383930302e6a7067** Data analysis Student |
| --- | --- |
| Name | Eddy Wang |
| Description | 28 years, male, a third year PHD student at Queen’s University, studying in the field of financial data analysis. He is proficient in the use of computer programs for data analysis and financial calculators. He needs to analyze data through statistic analytics software like SARS and STATA. He also tutoring at University, he has to mark students’ assignments and exams. Besides, Eddy lives by himself at Kingston, so he will do grocery shopping weekly at local super market. He is sensitive to numbers, cautious, rigorous, and tenacious |
| Task(s) | -Mark students’ assignments and exams -Analyze data using software -Manage his budget for living include rent, grocery cost |
| Need(s) | -Decimal calculations since cannot be done by mental calculation -Logarithm calculations |
| Preference(s) | -Touch screen mobile phone in-built calculators - The Calculator should be able to follow the arithmetic operation order -Dislike fancy interface since that’s distraction |

Web link: https://github.com/5541-f/eternity/wiki/Yi's-Persona(Eddy-Wang)

| **Picture** | **https://camo.githubusercontent.com/d011a7294bf0decee7ae606074db263a0b26b43f/687474703a2f2f7777772e626573742d6a6f622d696e746572766965772e636f6d2f696d616765732f343037784e78636173686965722e6a70672e7061676573706565642e69632e4f62637545626a4e71362e6a7067** Cashier |
| --- | --- |
| Name | Eric |
| Description | Eric finished financial training certificate one year ago and he is the cashier of Sunny Supermarket in the downtown Montreal. Eric has good memorial skill and is proficient in using calculator and cash register. He needs to handle the cash with a high rate of precision during his working. Eric is always smiling, have positive attitude and enjoy contact with customers. He has an eye for detail and is customer-service oriented. Eric enjoys the cashier job and plan to apply for the financial or accounting program in the Concordia University. |
| Task(s) | -Receive payment by cash, check, credit cards, vouchers, or automatic debits.  -Issue receipts, refunds, credits, or change due to customers. -Count money in cash drawers at the beginning of shifts to ensure that amounts are correct and that there is adequate change.  -Establish or identify prices of goods, services or admission, and tabulate bills using calculators, cash registers, or optical price scanners. -Offer a personalized customer service, fast and courteous. |
| Need(s) | -Mathematical skills -Quick typing in calculator or cash register |
| Preference(s) | -Memory calculator - Re-adjust number input calculator, avoiding re-type all inputs if one wrong type happen. -Clear function distribution in calculator. |

Web link: https://github.com/5541-f/eternity/wiki/Persona(Eric)--Edited-by-Yiguo

| **Image** | **https://camo.githubusercontent.com/7e4906997d39a017bb69471b851339e5a854c239/687474703a2f2f636f6c756d6269616d6f766572732e636f6d2f77702d636f6e74656e742f75706c6f6164732f323031352f30392f696d672d6775792d6261636b7061636b2e706e67** The engineering student |
| --- | --- |
| Name | Jonathan |
| Description | Jonathan is currently undergoing his first year of mechanical engineering at Concordia. University was a big leap for him and he is somewhat overwhelmed by all of the work being thrown at him. His assignments are especially long, requiring several hours of number crunching and deriving equations. He considers himself quite tech-savvy, having built his own computer and was part of a robotics club in high school. He plays a lot of video games and lag drives him absolutely crazy. He does not get out of the house much unless it's to go to school and rarely plays any type of sport. Being a generally lazy person, he always tries to find the easiest and shortest way to complete a task. |
| Tasks | - Completing assignments and writing exams throughout his entire bachelor's degree  - Calculate how much money he still needs to acquire to purchase in-game items |
| Needs | - Most complex functions found on scientific calculators related to the engineering field |
| Preferences | - A UI that is not too tiring on the eyes, since he uses his calculator for long periods at a time - A calculator that would allow him to input a long equation in one step for faster computing |

Web link: https://github.com/5541-f/eternity/wiki/Karl's-Persona-(Jonathan)

| **Persona** | **Seth** Luddite |
| --- | --- |
| Description | Seth is a 32 year old writer. He hates technology and does all his writing on an electric typewriter. His stories usually involve *real* people having *real* conversations about *real* experiences. He thinks that, if the Powerball is $1200 million, and if there are 300 million Americans, that, divided evenly, each person could receive $4 million. He currently uses a digital calculator that prints the result to paper, but he aspires to eventually buy one that is mechanical with a manual crank. |
| Task(s) | - Using "math" to "win" arguments  - Calculating scores for board game night  - Painting a single wall of his apartment a different color  - padding his word count |
| Need(s) | - Performing basic arithmetic as audibly and obnoxiously as possible |
| Preference(s) | - A defined set of UI options that allow him to showcase his uniqueness  - Dislikes seeing buttons on a calculator the he doesn't use |

Web link: https://github.com/5541-f/eternity/wiki/Richard's-Persona-(Seth)