Personas

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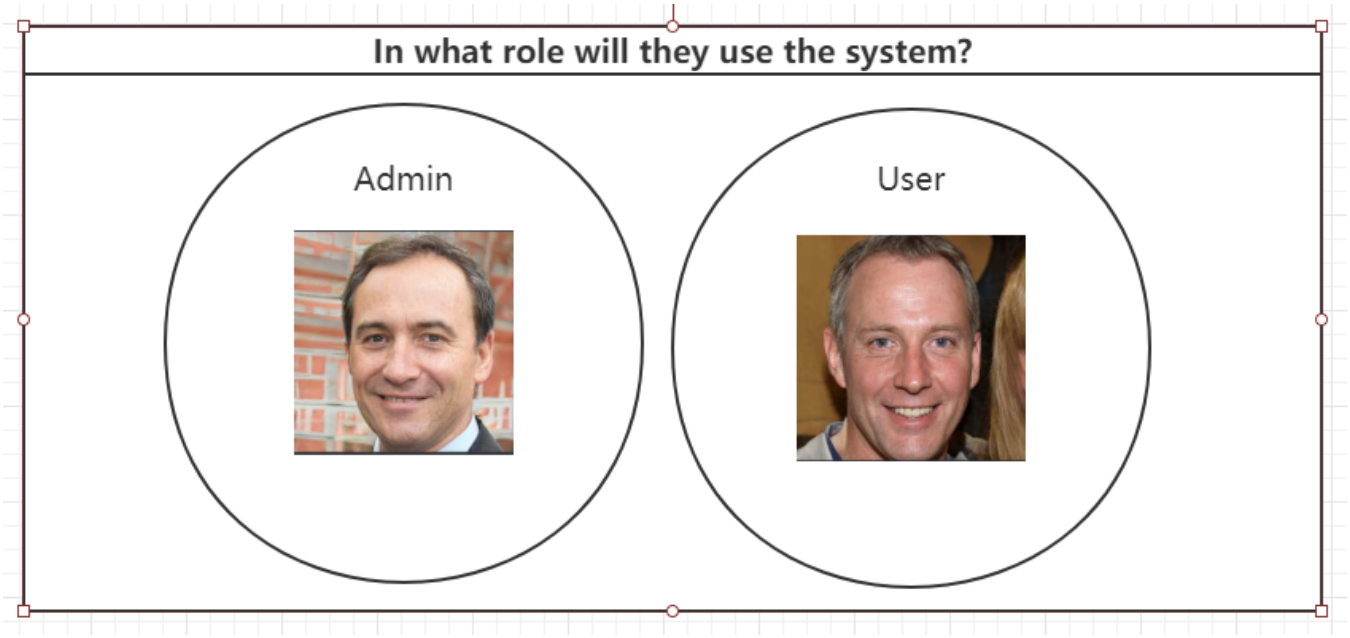
Primary Personas

There are two primary personas who might represent each type of user of the system generally (1 admin: Nairb, 1 club member: Austin).

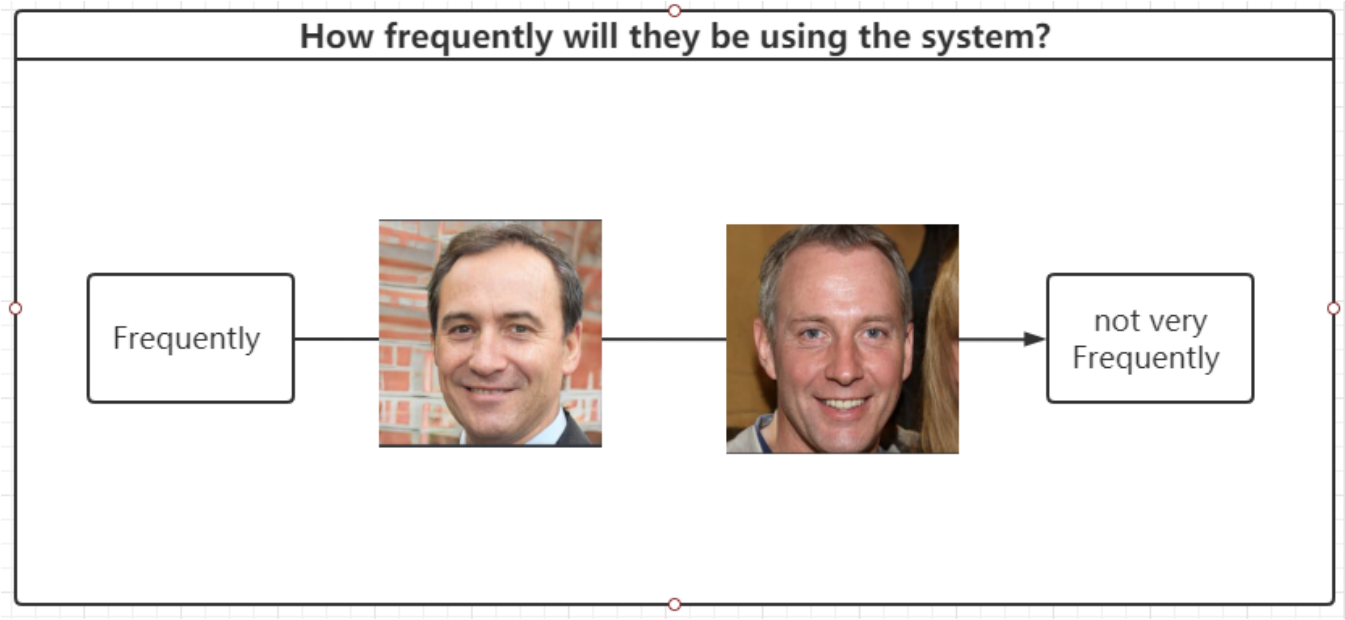
- Admin
    - The owner of the system and have the strongest motivation to use the radio station.
    - Maintain the access of other members.
- Club members
    - Ordinary users of the system, managed by the admin.
    - Some of them may be quite experienced to use the radio while others may lack experience.

Part 1: Map personas to behavioral variables:

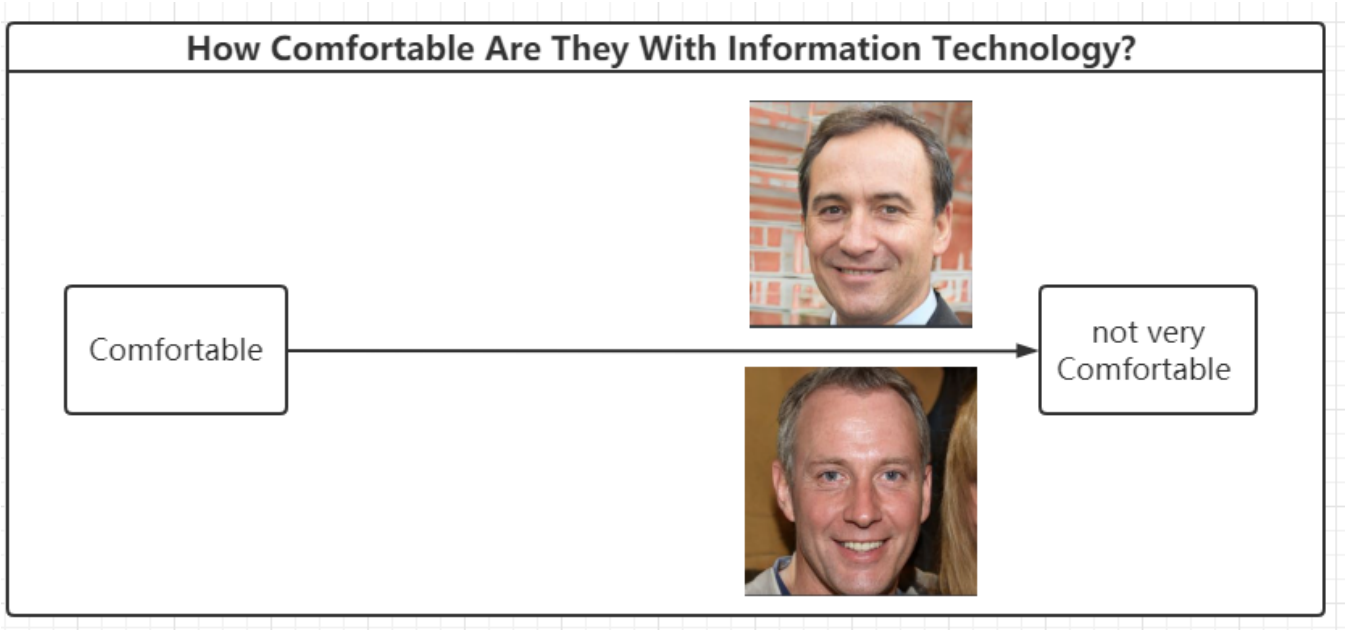
In what role will they use the system?



How Frequently Will They Be Using The System?



How Comfortable Are They With Information Technology?



Part 2: Personas:

1.Nairb Ttmrecm - Administrater

NAME

Nairb Ttomrecm, 46, AUS TRALIA

MARKET SIZE

5 %

TYPE

Rational

Background

As part of the modern world the level of radio frequency interference (RFI) generated in the urban areas has increased expediently over the past years. This has a dramatic effect on the ability to receive HF radio signals by amateur radio operators and other HF radio particularly in dense urban areas. Nairb, who has been keen in exploring electircal radio signal for decades, has decided to build a radio station to better monitor the transmission of radio signal. He also built a club for people like him to discuss and exchange their thoughts.

Demographic

Male 46 years

Australia

Single

electrical engineer

self-employed

Goals

As the admin of the radio software, Nairb would like to:

1. Monitor the radio signal perceived by the radio station.
2. Control the radio station power.
3. To only display the information to the club members

Technology

Quote

I am looking for an app that can share my radio station signal with my club members.

Motivations

Security - is the most important thing.

Functionality - all functionality must be preserved.

Social - I like to communciate with club members

Frustrations

Power issue - Cannot spend every moment monitoring the radio station powers!

Long distance - home is too far away from the radio station!

UXPRESSIA

This map was built in uxpressia.com

2.Austin Wade - Club member

NAME

Austin Wade

MARKET SIZE

60 %

TYPE

Guardian

Quote

I would like to listen to a radio even in areas with high RFI.

Background

As part of the modern world the level of radio frequency interference (RFI) generated in the urban areas has increased expediently over the past years. This has a dramatic effect on the ability to receive HF radio signals by amateur radio operators and other HF radio users particularly in dense urban areas.

Demographic

Male 55 years

Melbourne , Australia

Married

Company Manager

Goals

As a member of a radio club, Austin wounld like to :

- Get information about the radio
- Able to receive radio signals

Frustrations

- Cannot receive radio signals in areas with high RFI
- Software is needed to manipulate remote radio signals
- May have no experience with software

Devices

Motivations

An option being explored by many amateurs and radio clubs is to setup a radio installation in an area with no or negligible RFI. This could be on a farm or a location with low RFI. There are many options available to control a modern HF radio transceiver remotely.

The radio club Austin joined decides to setup a radio installation in a property in central Victoria which has no restrictions on antennas and access. And radio club has a radio, an interface control module, antennas, Raspberry Pi and mobile broadband modem.