

Name: Adam Freeman



Role: Instructor

Demographics

- 50 years old
- Male
- Full-Time Professor of Psychology

Knowledge, skills and abilities

- Highly Educated (PhD in Clinical Psychology)
- Comfortable with technology but uses only basic features:
 - E-mail for communicating with students and friends
 - Uses Firefox to read his favourite news sites

Goals, motives and concerns

- Search papers posted by his colleagues quickly so he can keep up on their latest research
- Does not want his searches to be bogged down with papers from his students, unless he specifically wants to look at them
- Can get overwhelmed when there are too many things on his screen at once
- Hates spending time on administrative tasks. Would prefer to be researching or spending time with his family

Usage Patterns

- Every morning Adam searches through any new documents of interest uploaded by his colleagues
- Uploads all of his lecture notes daily before each class he teaches and re-uploads them again after with additional notes
- Most of Adam's time online is spent on his desktop computer in his office
- The simpler the layout of a website, the easier it is for Adam to use it
- Prefers step by step tutorials to learn new systems, where he can participate in the process

¹ https://www.ncl.ac.uk/executive/assets/photos/Wright-Nick_000.jpg

Name: Alice Zhang



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Role: Teaching Assistant

Demographics

- 22 years old
- Female
- Fourth year student

Knowledge, skills and abilities

- Alice is finishing her degree in Computer Science
- She is very fluent in technology
 - Knows how to program in Java, C and Python
 - Familiar with writing her own queries
 - Writes marking scripts for assignments that are turned in
- TAs two different classes at once, CSC A08 and CSC B07

Goals, motives and concerns

- Alice doesn't have much time between being a TA and her studies
- Privacy and security is very important to Alice
- Alice wants to be notified of new content published by the instructors in the classes she TAs for so she can be prepared for tutorials

Usage Patterns

- Alice spends most of her day on her laptop and would use the system ~10 times/day
- She will spend time searching through student upload files to make sure that there are no assignment answers being uploaded. If she finds anything that should not be uploaded, she must take it down.
- She may upload some text files relating to her tutorial, about once a week
- Alice is very interested in certain users (the professors that she teaches for) and will download everything that they upload
- Alice is a fast learner and prefers to figure out new systems by herself. She always skips tutorials when they are offered.

² <https://kp.cdnkic.com/wp-content/uploads/2016/08/jihang-china-pace.jpg>

Name: Naomi Brodeur



Role: Student

Demographics

- 18 years old
- Female
- First year student

Knowledge, skills and abilities

- Naomi is in her first year as an English major
- She is good with technology
 - Does most of her school work on her laptop (working on/submitting assignments)
 - Will often do readings on her phone while she takes the bus to class

Goals, motives and concerns

- Naomi wants an interface she can use quickly so she can get back to hanging out with her friends
- She needs the capability to re-upload documents in case she realizes that she has made spelling/grammar mistakes
- Naomi is concerned that the new system will not let her search for papers on her phone

Usage Patterns

- Naomi would access the system 5-10 times/day using either her phone or her laptop
- Frequently downloads documents published by her TA/Instructor
- Does not upload documents too often, a few times a month at most
- Naomi likes using websites that have a good-looking UI, not websites that are outdated-looking
- She prefers to learn the functionality of a new website by herself by exploring it

³ <https://www.sandyhilldental.ca/files/student-dentist-ottawa-university.jpg>