**Persona template**

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| **Alice** Age:  Course:  Year:Department:   **Goals and motivations**  Alice wants to pass her exams and get a good degree. She thinks that she’ll probably do a PGCE and hopes to get a job as a teacher.  **Lifestyle** *(eg hobbies, fitness, clubs, family, commutes, lives on campus)*  **Nature of work**  *(eg study, undergraduate, postgraduate, lecturing, administration, independent, non-collaborative, reviewed, depended upon, cost conscious, managerial, team based, project based, research)*  **Experience and training**  *(eg time in role, skills and training acquired, achievements)*  **Environment**  *(eg campus, home, internet cafe, library, office, international)* |  |  | **IT skill level**  *(eg advanced, intermediate, basic, average weekly hours web use, favourite web sites/mobile apps, use of other Warwick IT systems)*  **Attitude towards technology**  🞏 Great – it’s easy to use and saves me time 🞏 I like it but it often falls short 🞏 I don’t like it but I have to use it  **IT equipment**  *(eg desktop, laptop, mobile device, tablet, printer, networked, wireless)*  **How will this person use the web site?**  *(eg upload documents, access information, register modules, book events, download handbook, frequently, infrequently, access from campus, from home, laptop, mobile device)*  **Key tasks**  *(eg top three tasks this person needs to do)* |