Persona

**Name: Becca**

**Age: 20**

**Location: UWSP**

**Technical Comfort: High, iPhone user**

**Occupation: Student**

**Back Story**

Tell us a bit about their lives

• College sophomore

• Likes to stay active

• Is extroverted and enjoys kayaking with her friends

• Moved to Wisconsin from Colorado for school

**Motivations**

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

• She thinks the app will help her and her friends navigate better and possibly find cool places to visit on their next trip

• Wants to test it on her next kayaking adventure on the Wisconsin River

• Expects it to look nice on her new iPhone 6

• Heard about GIS Flowage App from a teacher in one of her GIS classes

**Frustrations**

What’s stopping them from choosing the service/website or annoying them?

• May have too much data – Becca wants it to be simple and not too complicated

• If she has to pay for it, she probably won’t buy it; after all, she is a broke college kid.

• Advertisements. Subtle ones are just okay, but if they’re too flashy or similar to pop-ups, that’s a no-go.

**Their ideal experience**

Their story including features and content which will help them have a great experience

• Accurate GPS so Becca knows exactly where she is

• Clear layout and obvious functionality

• Shows nearby places to stop for food, supplies, bathrooms

• Shows weather so Becca knows if it’s a good day to kayak before leaving the house

• Aesthetically pleasing

**Quote**

Sum up their experience with the website/organisation/service. Positive or negative.

**“I just want to see where I’m going so I don’t get lost.”**