

Ebook-image

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UX Team Assignment - Personas and Scenarios

Persona: Sarah Wilson



Sarah

50 year old female in Morristown, New Jersey

Author of *We Make The Beast Beautiful*

B.A. in Philosophy at Australian National University

Sarah enjoys her job as a journalist and a New York Times best-seller that affords her a flexible schedule. She makes her own hours so her working hours are flexible. She sporadically works on literature when she has moments of inspiration throughout her week. She finds socializing exhausting, but she occasionally attends signings, talks, and presentations to build a fan base and sell books.

She likes reading new literature to expand her repertoire as an author. She experiences diverse cultures through literature and feels intertwined with them by authoring books on the different lifestyles.

Goals:

- Discover meaning from cultures through literature.
- Write new books that are popular with all generations.
- Learn from people who have distinct tastes in literature.

Scenario: Sarah's Resolve

It's been a long week and Sarah really wants to unwind and relax. She loves to end her day by "laying down in bed and reading a new book in dim lighting." She gets under her blanket while reading her book to spark creativity. She just finished reading *Atomic Habits* and loved how insightful it was to build good health habits and break bad ones. She wonders if she can build on the topic in a meaningful way.

Persona: Jessica Oliveira



Jessica

21 year old female in San Francisco, California

Student at San Francisco State University, studying political science

Jessica is an international student from Brazil. She lives by herself in an apartment across the Bay Bridge from San Francisco, and makes a daily commute using public transportation to get to her classes. She takes her studies very seriously, but is not a "loner" by any means, and likes to spend time going out with her friends when she isn't too busy with schoolwork.

Goals:

- Keep all her school texts in one place.
- Keep track of points in her books she wants to return to.
- Save money on physical/large books.

Scenario: Jessica's Test

Jessica has a test today and she wants to do some last minute studying while she is on the subway on her way to school. She knows of a few particular points she wants to look back to in the book, but doesn't know where in the book they are off the top of her head.

Persona: Alex Turner



Alex

28 Year old male in Chicago

Graphic Designer at a commercial art studio

B.A in Graphic Design from Chicago State University

Alex is an avid comic book collector and archivist. When he isn't working to produce art he prefers to consume it. He is married and has two children. He enjoys reading his comics and sharing this passion with friends and family. He's well versed in technology and also enjoys the hottest new tech trends.

Goals:

- Archive his collection in digital format
- Easily share his passions and interests

Scenario: Alex maintains his expensive hobby

Another day of immortalizing the collection. **Alex** doesn't quite have a workflow yet when it comes to archiving his comic books, he does a lot of the process manually he follows his normal routine, search the net or scan what he has, and save it haphazardly to a folder he says he'll eventually organize. At the end of the day he looks at his hard drive space and feels a chill seeing he's used up quite a lot in the last hour alone, but there's still more he wants to collect and save.