PERSONA 1

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Description

Name:	Julie Smith
Age:	19
Status:	
Employment:	Student, 20% Kmart
Location:	Brisbane

Bio
Julie Smith is a full-time student studying Information technology. She also has a part time job at K-mart. In addition, she is the captain of a social netball team.

Goals
Learn coding fast and efficiently, in a fun way

Needs/wants
A website where she can easily learn how to code step by step, where she easily can set goals on how many steps she needs to finish each week

Personality
Hard working / Efficient / Goal-oriented

Values
Xxxxxx

Frustrations
Having things over-explained as she is a fast learner, would rather skip into the practical examples rather than listen to theory she has already heard before

PERSONA 2

Description

Name:	Ben Adams
Age:	25
Status:	
Employment:	Developer, KBIT Consultants
Location:	Brisbane

Bio

Ben Adams is a developer at KBIT Consultants, who has a bachelor's degree in CompSci. Likes taking on new challenges and projects where he has no prior experience.

Goals

Being able to follow a high speed, advanced beginners course into new languages.

Needs/wants

A website where he can choose desired level of knowledge before taking a course in a new language

Personality

Organized / Confident /

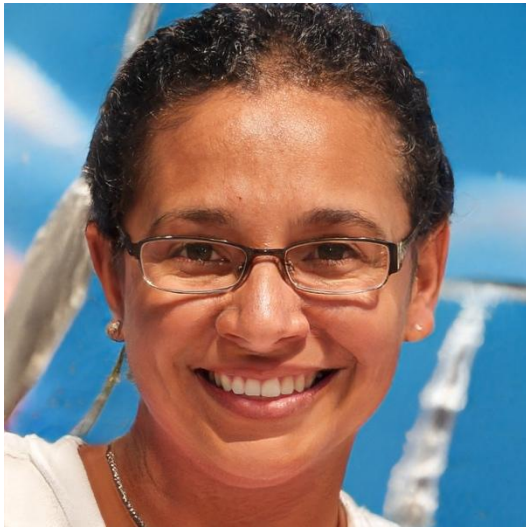## Values

Xxxxxx

Frustrations

That all coding courses/tutorials are directed to beginners.

PERSONA 3

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Description

Name:	Ann Stevens
Age:	21
Status:	
Employment:	Student
Location:	Brisbane

Bio

Ann Stevens is a full-time student studying BioTech. She is specializing in systems biology and would like to know more about coding.

Goals

Learn coding next to her current studies

Needs/wants

A website that is suited for beginners in coding, where she can access all the learning materials she will need to learn coding, and get help if she needs it.

Personality

Humble / Sociable / Honest

Values

Xxxxxx

Frustrations

Tutorials skipping the reasoning why they do as they do, for a beginner that does not know a lot about coding it can feel demotivating not understanding and not being able to follow the tutorials

PERSONA 4

Description

Name: Josh Turnel

Age: 20

Status:

Employment: Student, 30% Macca's

Location: Brisbane

Bio
Josh Turnel is a full-time student studying Information technology. He also has a part time job at Macca's.

Goals
Get through uni as easy as possible

Needs/wants
Likes following video tutorials, being able to find examples that relate to the different assignments

Personality
Xxx

Values
Xxxxxx

Frustrations
reading through books explaining heavy theories

PERSONA 5

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Description

Name:	Adam Chevil
Age:	51
Status:	Married
Employment:	Lecturer in information technology, UQ
Location:	Brisbane

Bio

Adam Chevil is a lecturer in Information technology at UQ. He has a background in Software Development.

Goals

Being able to follow the students progression in the online course

Needs/wants

A website where he can see the individual students progress and work done in the online course where he is able to see which students might need follow up.

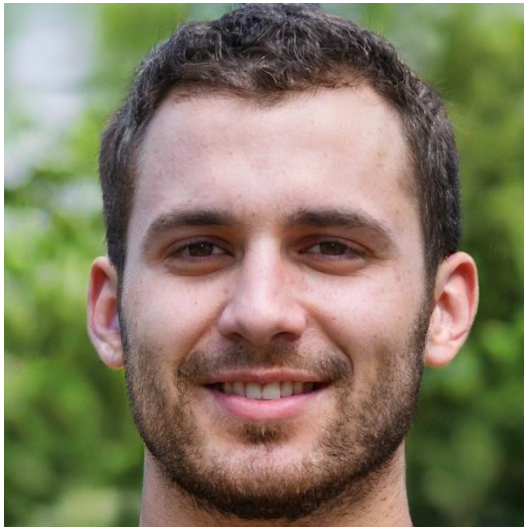## Personality

Honest / Kind / Helpful

Values

Xxxxxx

Frustrations

Not knowing where students are in the course material, which topics the students find more difficult and that he should focus on

PERSONA 6

Description

Name:	Sam Madison
Age:	24
Status:	
Employment:	Part-time student, 100% JB Hi-Fi
Location:	Brisbane

Bio

Sam Madison is a part-time student studying Computer Science. He also works full-time at JB Hi-Fi.

Goals

Better his computing skills with efficient tutorials

Needs/wants

A website where he can skip unnecessary tutorials and introduction, but directly access it from the practical examples should it be necessary.

Personality

Xxx

Values

Xxxxxx

Frustrations

Spending an unnecessary amount of time on theory and videos explaining things he already knows

PERSONA 7

Picture is AI-generated
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Description

Name:	Nicolas
Age:	20
Status:	
Employment:	Student, 20% Kmart
Location:	Brisbane

Bio
Julie Smith is a full-time student studying Information technology. She also has a part time job at K-mart. In addition, she is the captain of a social netball team.

Goals
Learn coding fast and efficiently, in a fun way

Needs/wants
A website where she can easily learn how to code step by step, where she easily can set goals on how many steps she needs to finish each week

Personality
Xxx

Values
Xxxxxx

Frustrations
Xxxxxxxxxxheuwhguwhgl oghreihguhreughlerahguriehgurhgurehgu ehuilhuaighuirelhueahguiehuirehglirg

PERSONA 8

Picture is AI-generated
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Description

Name: Julie Smith

Age: 20

Status:

Employment: Student, 20% Kmart

Location: Brisbane

Bio
Julie Smith is a full-time student studying Information technology. She also has a part time job at K-mart. In addition, she is the captain of a social netball team.

Goals
Learn coding fast and efficiently, in a fun way

Needs/wants
A website where she can easily learn how to code step by step, where she easily can set goals on how many steps she needs to finish each week

Personality
Xxx

Values
Xxxxxx

Frustrations
Xxxxxxxxxxheuwhguwhgl oghreihguhreughlerahguriehgurhgurehgu ehuilhuaighuirelhueahguiehuirehglirg

PERSONA 9

Description

Name:	Julie Smith
Age:	20
Status:	
Employment:	Student, 20% Kmart
Location:	Brisbane

Bio
Julie Smith is a full-time student studying Information technology. She also has a part time job at K-mart. In addition, she is the captain of a social netball team.

Goals
Learn coding fast and efficiently, in a fun way

Needs/wants
A website where she can easily learn how to code step by step, where she easily can set goals on how many steps she needs to finish each week

Personality
Xxx

Values
Xxxxxx

Frustrations
Xxxxxxxxxxheuwhguwhgl oghreihguhreughlerahguriehgurhgurehgu ehuilhuaighuirelhueahguiehuirehglirg

PERSONA 10

Picture is AI-generated
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Description

Name: Julie Smith

Age: 20

Status:

Employment: Student, 20% Kmart

Location: Brisbane

Bio
Julie Smith is a full-time student studying Information technology. She also has a part time job at K-mart. In addition, she is the captain of a social netball team.

Goals
Learn coding fast and efficiently, in a fun way

Needs/wants
A website where she can easily learn how to code step by step, where she easily can set goals on how many steps she needs to finish each week

Personality
Xxx

Values
Xxxxxx

Frustrations
Xxxxxxxxxxheuwhguwhgl oghreihguhreughlerahguriehgurhgurehgu ehuilhuaighuirelhueahguiehuirehglirg