

Persona 1

Role:

Tech-savvy millennial

Name:

Tomas

Image:



Background:

Characteristics	Details
Age:	18
Location:	London
Marital Status:	Single
Kids:	No
Occupation:	Student
Education:	Highschool

Characteristics

- Curious
- Short attention span
- Internet native
- Action Oriented

Goals/Needs

- Young and curious with an eagerness to learn. Will require constant feedback and proof of learning
- Accustomed to working on the web. Clunky and ugly UX/UI will be a complete turnoff

TECH KNOWLEDGE



newbie-----expert

KNOWS ABOUT ARTIFICIAL INTELLIGENCE



newbie-----expert

TIME AVAILABILITY



newbie-----expert

About

Tomas keeps hearing about how AI will be the jobs of the future but has not had the chance to interact with it yet. He is exposed to it throughout his daily interactions and would like to know more. However, it sounds like a very daunting task. He knows that he will need to work with AI someday and is quite interested in finding out more!

Persona 2



Role:

Curious educator

Name:

Courtney

Image:



Background:

Characteristics	Details
Age:	37
Location:	New York
Marital Status:	Married
Kids:	Yes
Occupation:	Teacher
Education:	B.S.

Characteristics

- Reliable
- Caring
- Committed

Goals/Needs

- Worried about what tech will do. Rise of AI sounds very daunting and are afraid that further interaction with AI would just be helping large tech companies collect data on people
- Fairly comfortable with technology including recent messaging apps and communication methods. However, I am not an advanced user so I have not tried chatbots or other more unique automation features.

TECH KNOWLEDGE



newbie-----expert



KNOWS ABOUT ARTIFICIAL INTELLIGENCE



newbie-----expert

TIME AVAILABILITY



newbie-----expert

About

Courtney keeps hearing from the news that AI is coming for her job. She is skeptical but there are signs that technology and automation are becoming increasingly ubiquitous in our lives. She's afraid of what tech companies might do with her information. She sort of knows that AI requires data but has no idea how that works under the hood.

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Persona 3

Role:

Forever young

Name:

Dan

Image:



Background:

Characteristics	Details
Age:	43
Location:	Korea
Marital Status:	Married
Kids:	Yes
Occupation:	Public service
Education:	Masters

Characteristics

- Action Oriented
- Focused
- Eager

Goals/Needs

- Went through the tech boom of the 90s. Saw the internet grow and the rate of change achieved in this new era. Believes in the inexorable growth of technology throughout most human activity
- Tech-savvy with legacy systems but tries to keep up to date with current technology

TECH KNOWLEDGE



KNOWS ABOUT ARTIFICIAL INTELLIGENCE



TIME AVAILABILITY



About

Dan watched as the internet slowly took over so many aspects of daily life. He reminisces fondly about the days when he would get most of his current affairs knowledge from a single session with the newspaper. He’s not surprised at just how fast technology has changed and is willing to try new things! However he does find it hard to keep up with the waxing and waning of hype as new ideas are built, deployed and tested.