

Personas.pdf (max 8 marks)

Goal:

1. Two or more high quality personas provided [4 marks]
 - a. Quality of the persona should be measured based on the presence/absence/quality of description of the following elements :
 - i. Age, personality, personal background
 - ii. Skills, professional background
 - iii. Attitude towards technology, domain, etc.
 - iv. Goals when using the system
2. Personas are highly relevant to the system [2 marks]
3. Description is of appropriate length and is well-written [2 marks]

Three main Scenarios

Clueless User (Page 2) – Assigned to Varun

Lazy User & Picky User (Page 3 & 4) – Assigned to Ryan

Indecisive User Persona

Twenty-three-year-old Michael Bordan is the only child of the Bordan family. Michael is a fresh graduate who has just completed his Bachelors in Computer Science. Michael wasn't exactly sure what he wanted to do after high school but after guidance from his parents he pursued computer science. Post-graduation Michael does not have any plans for employment or further education. Michael's father Lavar Bordon, feels like Michael deserves a break. He feels that Michael should take a step back and explore himself through a vacation as Lavar did when he was in his twenties. Michael's girlfriend Nicki helps him out with a budget he should go with for the vacation.

Michael learned quite a bit from studying computer science in his undergraduate. He became a tech-savvy individual who can fluently develop web and mobile applications. And fairly so he likes to spend a good portion of his day on his laptop making random applications "for the fun of it". Most evenings however Michael and his friend DeBron go to the local Panam center to workout. After the workout, they usually go for a quick snack or booster juice. DeBron usually tries something new every time, however Michael goes with whatever DeBron is trying.

Michael likes to believe technology is the future. He thinks most tasks could be done through his computer without much thought being given to them. When Michael's father suggested a vacation, the first thing Michael thought of was searching the web for a suggestion as he is unsure of where he would want to go. He is open to exploring most things, so if there are good suggestions he will take them. Michael is someone who looks for a guided experience where he doesn't have to answer the harder questions. When looking for an ideal vacation he would rather answer simpler broad questions which seamlessly lead to the perfect vacation package without having to do any decision making of his own.

Picky User Persona

Peter Garret

Forty-five-year-old Peter Garret is the father of three children. He lives at home with his wife, Lory, his father, Mickey, and his three children, Christian who is eighteen-years-old, May who is sixteen-years-old and Steven who is two-years-old. They also have a dog named Brandon who they adopted from an animal shelter five years ago. As a good father, he always makes sure that his children go to sleep by a certain time and don't stay out later than their curfew or else they will be in trouble. In the morning, he always wakes up at 6:00AM to get the paper and get ready for work at the Hasbro toy company where he works as a toy maker. He always leaves work at exactly 5:05PM and sometimes after work he likes to grab a drink with friends at one specific Irish pub in the city.

On Sundays, he plays softball in an over forty men's softball league with his friends and some of his coworkers. He never plays a game without his lucky glove that he wore when he made the winning catch a few years ago to win the championship series. After every game he and his team get some food to eat at McDonalds on their way home before they all go back home to his family. On Saturdays, he likes to play golf at his favourite golf course or just try to relax at home and watch some TV shows, which can be hard when you have a two year old constantly making noise and causing trouble in the house.

His wife is a stay at home mom, but he still makes good money to provide for his family. Lately, he has been feeling stressed because of all the overtime he has had to do at work. Next week is also his nineteen-year wedding anniversary with his wife so this would be a good time to for his father to watch the kids while the two of them to go on a couples vacation. He knows exactly what he wants to do because his friend told him about his amazing and romantic vacation that he went on with his wife. With all the details of his vacation planned out he just needs to find a quick way to book everything that he needs. He is decent with technology through learning all the machines he uses at work and all the electronic devices he bought for his kids.

Lazy User Persona

Leo Thompson

Eighteen-year-old Leo Thompson is one of two children in a family of four people. He lives at home with his father, Spencer, his mother, April, and his sixteen-year-old younger brother, Mikey. This year he is in grade 12 and goes to Scarborough Secondary School. His grades are not the best because sometimes he is too lazy to go to school and doesn't spend the time and effort to study or complete his work. Also, he is shy and only has a couple of friends, Donny and Raph. At the end of the school year he is lucky to be graduating with his friends because he barely passed all his classes.

His parents enrolled him and his brother in martial arts classes because they thought that they needed to be more active and make some new friends, especially Leo. He sleeps most of the time, but is good with computers and is usually on it playing games or talking online with his friends. He likes to play simple one click games that don't involve too much thinking or effort to play. On the weekends, he sometimes hangs out with his best friends Donny and Raph. They usually just hang out at one of their houses and play video games because they usually don't have the energy to do anything else.

As a graduation present, his parents are going to take him along with his brother, on a family vacation to anywhere he wants, but the catch is that he actually has to do some work and plan it himself. They want him to go out, see how the world outside of Canada is and spend time doing something that isn't video games. He knows that he wants to go to New Hampshire to see the American Classic Arcade Museum so he asks his friends for some help to plan out the vacation, but they were no help. He is pretty good with technology so he wants to find an app that will help him plan out the whole trip without putting in too much thought and effort.