**Personas.pdf (max 8 marks)**

Goal:

1. Two or more high quality personas provided [4 marks]
   1. Quality of the persona should be measured based on the presence/absence/quality of description of the following elements :
      1. Age, personality, personal background
      2. Skills, professional background
      3. Attitude towards technology, domain, etc.
      4. 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

**Clueless User Persona**

* wants to try something new
* serves as a guide
* gives them options they never knew about
* helps solidify their decision
* helps the user answer easier questions like
* preferences

**Picky User Persona**

**Lazy User Persona**