**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

**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 proud 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 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, 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. He works at the Hasbro toy company as a toy maker and likes to grab a drink with friends at the same 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 always wears his lucky gloves that won After every game he and his teammates get some food to eat at McDonalds before they all go back home to their families. On Saturdays, he likes to play golf 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. He wants to go on vacation to relax for a week with his family and he knows exactly where he wants to go. One of his friends told him about this great resort in Jamaica where you can relax by the pool and enjoy the nice hot weather. There is a program every night on the main stage that is family friendly like live band performances or magic shows. There are also places close to the resort where you can book tours to explore the rest of the country. With all the details of his vacation planned out he just needs to find a quick way to book everything that he needs.

**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. He is currently in grade 12 at Scarborough Secondary School and is going to be graduating. He is very smart and does well in school, but is shy and only has a couple of friends, Donny and Raph. At the end of the school year he and his friends are going to graduate. He has been best friends with Donny and Raph since they were kids, and they all lived close to each other.

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. During these classes every Wednesday, they learn how to defend themselves, and practice fighting with their classmates and each other. He is good with computers and is usually on it playing games or talking online with his friends. On the weekends, he likes to hang out with his best friends Donny and Raph. They usually hang out at one of their houses and play video games because they usually cannot decide what else they want to do.

As a graduation present he and his friends got to go somewhere for a week as a vacation, which their parents would pay for. Their parents wanted them to go out and see how the world is other places besides Scarborough. Donny and Raph both made Leo decide where they should go. Since he is pretty good with technology he went to find an app to help him make a decision. There was no specific countries or cities that he wanted to go to so he needed an app that could give him some suggestions and reviews from other people about what they thought of the places they went to.