Iain

Persona
Age: 46
Gender: Male
Primary Language: English
Education: Bachelor's Degree in science, Ph.D.
Computer Experience: Advanced computer user
Experience with application: No
Emotional Reaction: calm
Motivation: Host meetings with his development team

Environment
Location: Home Office
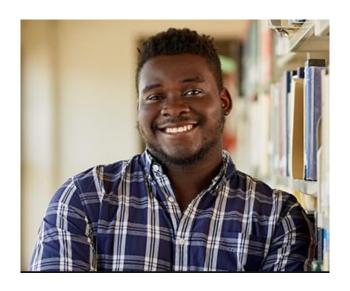Position: seated
Noise: moderate
Cleanliness: Clean
Level of Distraction: moderate
Environment with others: no

Purpose
Iain needs to use the application to host meetings with his development team. Iain needs to host these meetings so the team's application can progress.

Iain needs to use the application to communicate with Important Stakeholders. Iain needs to communicate with stakeholders to gather user requirements for his team's application.

Dan

Persona
Age: 20
Gender: male
Primary Language: English
Education: Pursuing Bachelor of Applied Science in Engineering
Computer Experience: Average computer user
Experience with application: No
Emotional Reaction: Stressed
Motivation: Attend daily lectures

Environment
Location: Home living room
Position: seated
Noise: loud
Cleanliness: Very Clean
Level of Distraction: High
Environment with others: yes

Purpose
Dan needs to use this application to attend daily lectures. He needs to attend the lectures to prepare for his finals.

Dan needs to use this application to communicate with his friends. He talks with his friends to collaborate on assignments and labs.