

# Group 4 Persona & Memorandum

Team Name – Miracles Finder

**Group members:** Dilipkumar Pamecha

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**OCTOBER 25<sup>th</sup>, 2018**

**MIRACLES FINDER**

# Memorandum

To: Dev Sainani

From: Miracles Finder

Members- Jay Mangnani, Jenab Vohra, Dilip Pamecha, Brijesh Patel, Kaval Patel

Date: 26<sup>th</sup> October 2018

Subject: Personas for the Smithsonian website (<https://www.si.edu/>)

Before doing the usability test our team created 2 different personas which will represent that how a person uses the website of Smithsonian Institute. The personas will help to get the idea of a user for Smithsonian Institute website. Every group member help and research the personas which will be discussed then concluded the best results from the research. All the team members were in touch with WhatsApp chat, Email and the group meetings to create and discuss the personas. According to the discussion done in meetings our team finalized two personas:

## Gathering Information from Stakeholders:

To begin with the procedure, we gathered the information regarding first and foremost stakeholder was **James Smithson** (1765-1829), a **British** scientist from whom the funds were gathered to establish the institution then the government took the institution under it. For gathering the stakeholder's information, we talked with the workers and employees of the institutions. We made them see the website and note the faults they thought to be required and after all the suggestions from them, we made the new system. John Lapiana and James Wooten are the people to whom we talked the most for the detail information by asking the different questions, primary goals to focus, and the prime users.

The formal questions that were asked are shown below:

- 1)What is the purpose of the website?
- 2)Is it applicable for all the age groups to visit the website?
- 3)Does this give the news about all the things going on the website?
- 4)Can the people register online for the events going in the institution?
- 5)Does it show the understanding between culture and environment to promote sustainability?
- 6)Do you still like to continue the website?

## **Collect Information from Users of the Smithsonian Institute:**

The Miracles Finder team collected the important information regarding the website of the Smithsonian Institute with help of different methods such as Interviews and research surveys then our team concluded with the two users who use the website.

## **Miracles Finder User Profiles:**

To collect data from the user of the Smithsonian Institute website, our team arranged the number of interviews with different people. One of the sample user profile of the user is described below:

- Name: Rocky Watson
- Gender: Male
- Occupation: Professor
- Professional status: Professor who teaches the history subject in Bachelor of Arts program of Windsor University.
- Age: 43
- Motivation: As a professor, he wants to teach his history subject in a way that students can visualize and easily remember history, or even we can say that they can connect their self with the history. To add, he wants to make all classes memorable, therefore he uses Smithsonian website to make his lecturers effective, and easy to understand.

## **Interviews:**

Our team had come up with some of the interview questions, later conducted the interview with the users. Our team conducted the interview with both open-ended as well as closed questions. Below there is a list of some questions that were asked during the interview session with users.

1. Why users use Smithsonian Institute website?
2. What are your reactions regarding this website?
3. How the students reacted after getting expensive knowledge?
4. How do you find the things on the website?
5. What made you refer to this website?

## **Identify Behavior Patterns:**

After having a number of interviews our team stated some of the basic patterns in the behavior which are listed as follows:

- Most of the interviewees felt that using this website had made them more knowledgeable about art and history. For this, we have selected some professors for our personas.
- Plenty number of people feel that this website is comfortable for searching about the history and there are specific search options for a region, as of the other websites don't have a specific field of search options.
- Some users suggested there is great knowledge about the natural air and space research which can help them in gaining more knowledge about space travel.
- All the interviewees specify that this website is managed regularly and update all the knowledge about the history of arts.
- There were many different approaches from various people that our team interviewed, there are several sections which can help people with any age group to expand their knowledge about history. The only similarity was that the website provides daily updates and is managed perfectly.

## Create Personas:

Our team decided to create two different personas after gaining all the required knowledge that was shared by various people in the interview sessions. Our team had interviewed the group of people who use the Smithsonian Institute website daily with the help of this our team developed two personas mentioned in this report.

### Persona 1.- Professor



## Rocky Watson

### ❖ Demographic

- Name: Rocky Watson
- Age: 43
- Gender: Male
- Status: Married
- Qualification: Bachelor of Arts(BA) - History
- Income: CAD \$115,513/year

*“Never lose your sense of wonder.”*

- Occupation: Professor
- Location: Windsor, Ontario
- Hobby: Reading historical books, Watching historical Movies,  
Visiting museums, Browsing museums websites, Research historical facts.

Rocky Watson is a professor who teaches the history subject in Bachelor of Arts program of Windsor University. He has tremendous knowledge and quick learner about the history and its facts. He studied his bachelor's in arts because when he was a child, he dreamed to become a history professor, who explores his knowledge in the history of the world. One day, he was going to teach "American history" topic to his students, so he was preparing that topic in a way that students could get comprehensive knowledge about the "American history". He went to the Smithsonian museum website during his research on "American history". He easily found great resources there, so he noted down valuable information in his diary, and used it to make his lecture to the students memorable. He is a well-renowned professor and an equally successful explorer. He has now made a habit of using the website for his future research.

## Persona 2 – Astronaut



## Jeremy R. Hansen

### Demographic

- Name: Jeremy R. Hansen
- Age: 42
- Gender: Male
- Status: Married
- Qualification: Bachelor of science in space science;  
Master of Science in physics

- Income: CAD \$150,000/year
- Occupation: Astronaut
- Location: London, Ontario

Jeremy R. Hansen is an astronaut and one of the members of National Aeronautics and Space Administration (NASA) astronaut class. While waiting for a flight assignment, Colonel Hansen represents CSA at NASA and works at the Mission Control Center as Capcom—the voice between the ground and the International Space Station. In addition to his day-to-day work, Colonel Hansen remains committed to building and maintaining his skills; he takes spacewalk and robotics training. He has a keen interest in space travel, so went to explore the National Air and Space Museum on the Smithsonian website to find out valuable information regarding space travel. He may be a well eminent space explorer and similarly fruitful pilgrim. He has presently made a propensity of utilizing the site. He loves to do research about the space and to collect the information regarding space life for that he finds this website best to learn and know new things regularly.

## **Conclusion:**

For developing this persona our team gathered all the information regarding the website and understand the requirements of various people. From this, we learned to make realistic scenarios for usability testing to a person. There may be many sources to develop a persona for the Smithsonian Institute website, which can help our team to know usability problems.

## **REFERENCES:**

<https://awakenthegreatnesswithin.com/15-inspirational-quotes-on-exploration/>

## Minutes of meetings

### TEAM PARTICIPATION MINUTES

<b>TEAM #</b>	<b>Miracles Finder</b>	
<b>MEETING FACILITATOR</b>	Jenab Vohra	
<b>MEETING1:</b>		
<b>DATE</b>	2018-10-22	Not Present
<b>TIME</b>	11 am to 11:30 am	
<b>LOCATION</b>	Fanshawe college	
<b>ATTENDEES</b>	Dilipkumar Pamecha	
	Jenab Vohra	
	Jay Mangnani	
	Brijesh Patel	
	Kaval Patel	
<b>MEETING2:</b>		
<b>DATE</b>	2018-10-25	Not Present
<b>TIME</b>	2 pm to 3 pm	
<b>LOCATION</b>	Pizza Pizza	
<b>ATTENDEES</b>	Dilipkumar Pamecha	
	Jenab Vohra	
	Jay Mangnani	
	BrijeshKumar Patel	
	Kavalkumar Patel	
<b>MEETING3:</b>		
<b>DATE</b>	2018-10-27	Not Present
<b>TIME</b>	5 pm to 7 pm	
<b>LOCATION</b>	Fanshawe college	
<b>ATTENDEES</b>	Dilipkumar Pamecha	
	Jenab Vohra	
	Jay Mangnani	
	BrijeshKumar Patel	
	Kavalkumar Patel	
<b>TASKS:</b>		
	Task	
<b>1</b>	Discussion about website user scenarios	

2	Interview questions
3	Finalizing memorandum