PERSONA

You work for an organisation that requires reporting on population information. You have been tasked with designing and implementing a new system to allow easy access to this population information

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| **University Student** | **Demographic  Profile**  Name: Joe Table  Education: Studying Geography  Gender: Male  Age : 26  Country of birth: South Africa  Ethnic:  White  Language spoken  English, French  Marital Status: Single  Children : 2  Area  live in : City  Household size: 4  Household income: £40,000 yearly  Work Experience : 2 years as clerk assistance    **Goals and tasks:**  To use the data in a to get the information they need for coursework and research.  Viewing the information for program planning and management.  To use the data to create a map for geographic applications.  To determine information on social welfare and easy access to information systems.  To identify factors to predict population information on social, domestic  issues and communicating information via an application  To gain census information to create a map based on categories such as birth, migration, an income In the census data  **Users Environment:** Technology access is laptop and mobile phone . I spend more time at home on my mobile phone and laptop for studying. During my spare time I  *go to the gym.* and meet with friends and family occasionally.    **Psycho graphic profile:**  **Frustrations:**  Difficulty in finding the right census information that is reliable.  Too much time spent on discovering the best census application  Difficulty browning and navigating the application due to poor design.  Spending too much time tapping on the application and it becomes a distraction quickly which increases my duration on the application which could be more useful and productive elsewhere.  Unable to view the application images on the website and resize it. There is also the issue with multiple distractions and notifications.  Concern with multiple buttons requiring several processes to manoeuvre between different areas of the application.  **MOTIVATION   Using smartphone to communicate and conduct e-commerce conversation such as email and phone conversation.**  **Using social media for frequent teamwork and solution to problems.**  **Open to discussion and learning**  **Main interest is keeping physically fit.** |
| .  **Needs expectations/ Users end  goals :**  The student needs to be able to read the information and should be easy to understand.  To discover the best application that is specific to my needs,  To create contact with other  persons  directly or indirectly while moving or engaging using the population information.  To have a reliable data connection to use the application.  Able to use the information to  my highest potential.  Ensure the application resolve fundamental issue.  Ensure the apps has a high level of security and protect invasion of privacy  ensure the apps is functional.  Ensure the apps is available to the right target audience and the features are unique.  Ensure the apps is fast and efficient to reduce loading time. | **Scenario: I will uncover and explore other population census applications that are more customer friendly and easily used  with higher positive reviews. I will use the latest application available. I will use the application as a tool to create contact with other persons within my demographic profile and maintain social contact.**  **I will discover other user of the application and discover communities and place that I had no knowledge existed.**  **I will use the application to do yearly research and gain information on other individuals and gain a better understanding of their behaviour, culture and social trend and services available. I will use this application apps yearly later to compare against other census population apps.** |

References:

[https://docs.idew.org/](https://docs.idew.org/principles-and-practices/practices/design-practices/personas)

[https://www.psa.gov.qa/en/](https://www.psa.gov.qa/en/statistics1/StatisticsSite/Census/Census2015/pages/use.aspx)