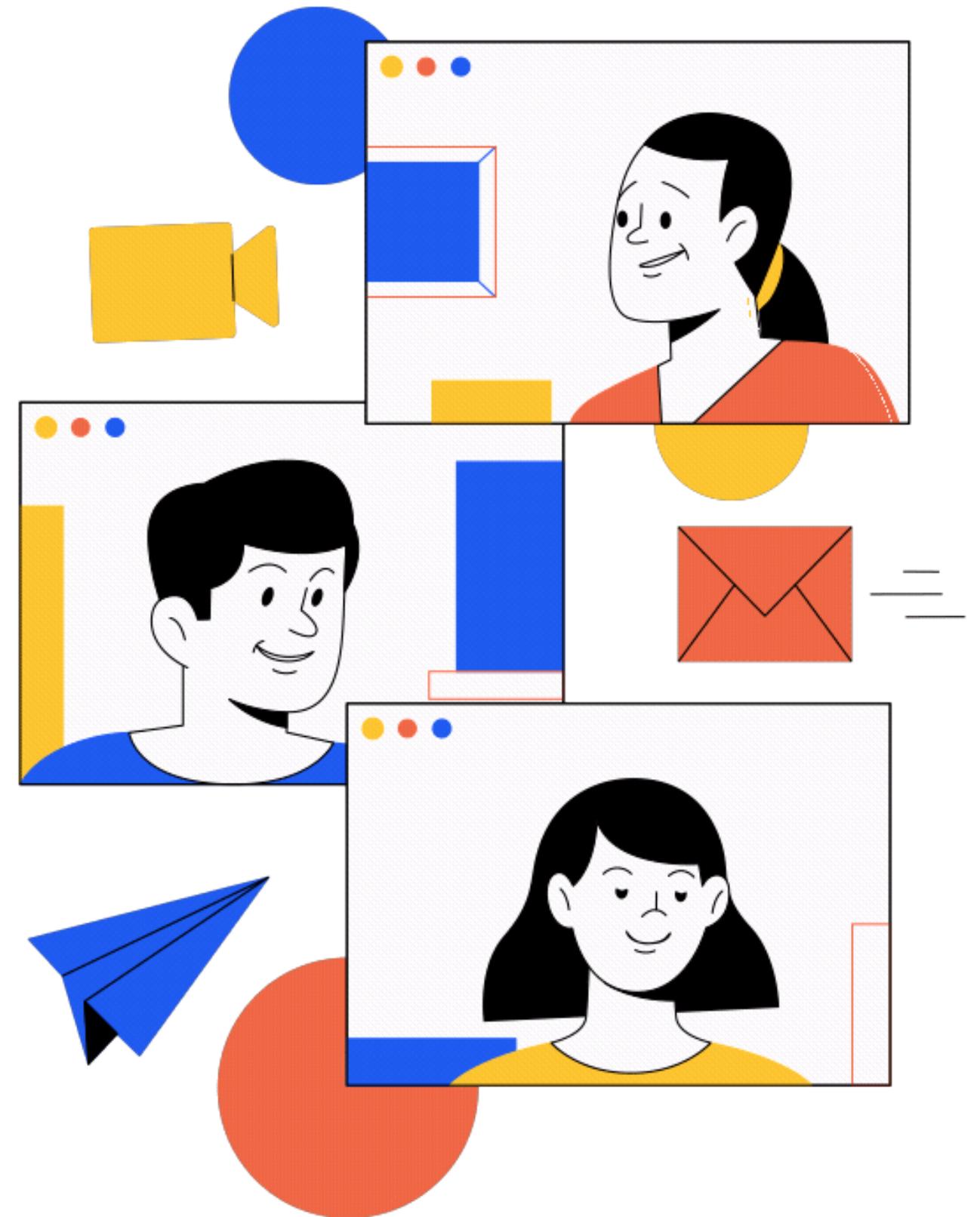




User Persona Documentation

Presented by: [Christopher Alexander Tjiandra](#), [Joshua Alexander Silalahi](#)

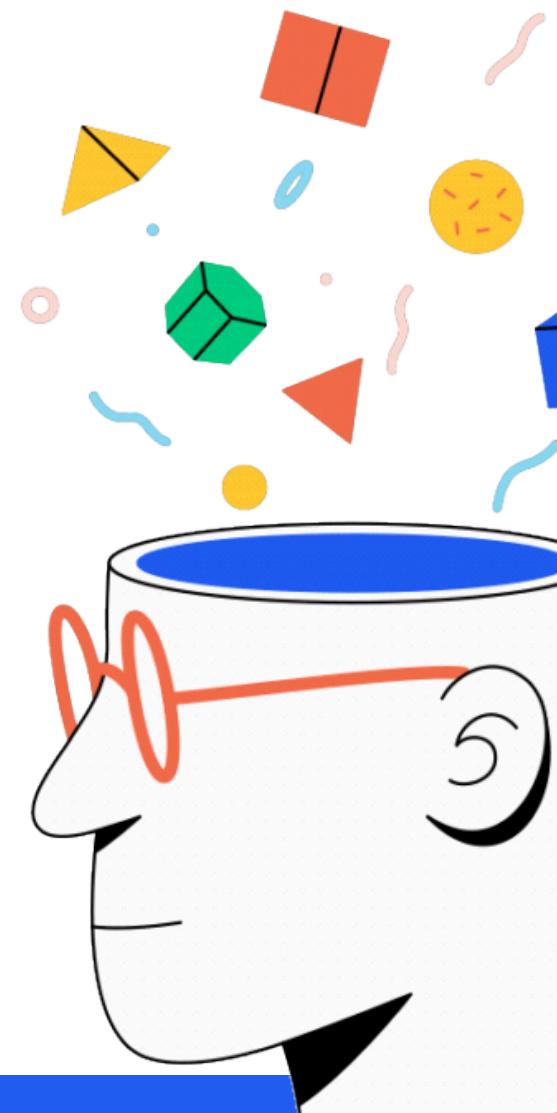
BINUS, LaTrobe x CoLearn Capstone Project



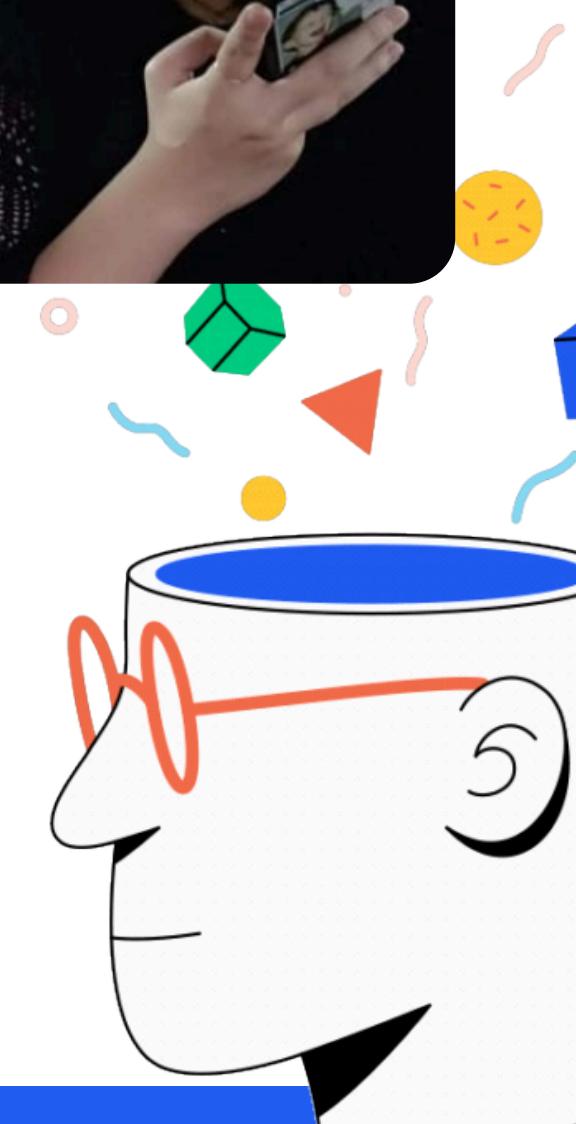


Introduction of User Personas

Learn about what matters to our users and how they can have a **better experience** using our online-based work management platform.



Documentation





Name: Vera Wongso

Age: 49

Occupation: Research
and Development
Engineer - IT

Children: 2

Location: Jakarta

User Description:

Vera Wongso is a 49-year-old IT professional working in Research and Development, with two children. She is highly proficient with technology, regularly using multiple platforms like BINUS Parents and an LMS for Prasetya Mulya University. Vera values real-time updates, accurate data, and expects seamless performance across her devices. Her primary goal is to monitor her children's attendance, grades, and progress but is frustrated by delays and lack of detailed progress in current systems.

Tech Proficiency and Device Usage:

- Tech Proficiency
- Mobile
- Computer

Quotes:

- *"Attendance is crucial for tracking my children's progress. I need real-time notifications on absences and critical deadlines like tests or assignments."*
- *"I want to see task scores, learning objectives, and class summaries in the dashboard. I would also appreciate recommendations for improvement that are aligned with the subjects my children are studying."*
- *"The dashboard must be accurate and fast. I expect minimal bugs and customization options so I can focus on what matters most for my children's education."*

Personal Characteristics:

- Highly tech-savvy (4/5)
- Strong focus on real-time updates and data accuracy
- Requires a well-laid-out system for tracking attendance, grades, and study progress

Goals:

- Track attendance to ensure her children are present and participating in class
- Receive real-time updates on tasks and assessments, as well as important deadlines
- View an easy-to-understand, holistic overview of her children's curriculum, progress, and goals

Needs:

- Real-time updates on assignments and attendance
- Mobile-friendly dashboards with a simple layout and clear buttons
- Easily visible subject performance and behavior tracking upon logging in
- Minimal navigation between pages

Interests or Routines:

- Monitoring her children's education, particularly focusing on attendance and grades
- Analyzing her children's learning progress and identifying areas for improvement
- Engaging with new educational tools to help her children

Challenges:

- Progress reports are not well-detailed or real-time, leading to miscommunication
- Delays in the LMS and report updates
- Systems often lack features that help motivate her children's progress

Sources of Info:

- BINUS Parents for detailed tracking of her children's progress
- LMS (Prasetya Mulya University) for monitoring her other child's academic performance
- Conversations with children and teachers for progress update





Name: Channiel

Age: 17

Occupation: Information Systems Student @ BINUS University

Location: Jakarta

User Description:

Channiel is a tech-savvy 17-year-old Information Systems student at BINUS University. He uses BinusMaya and web applications to track his academic progress, grades, and attendance. Channiel prefers using real-time data and is highly comfortable with online dashboards but faces challenges with data delays and inconsistent updates. He prefers quick and efficient interfaces that work across multiple devices, including both mobile and laptops.

Tech Proficiency and Device Usage:

- Tech Proficiency
- Mobile
- Computer

Quotes:

- *"I use both my phone and laptop, but during class, I prefer my phone for quick access, and at home, I rely on my laptop for more detailed analysis."*
- *"Real-time data is crucial for me. I need accurate schedule tracking and attendance updates to stay organized."*
- *"The dashboard has to load fast with a quick login and logout process. Delays in data are frustrating and affect how I manage my tasks."*

Personal Characteristics:

- Highly tech-proficient (4/5)
- Uses multiple devices (phone and laptop) for tracking academic progress
- Focused on self-development through real-time updates and data accuracy

Goals:

- Stay on top of grades, attendance, and upcoming assignments
- Use the dashboard to track progress efficiently with real-time updates
- Avoid data delays and transmission errors to ensure he can act on academic insights immediately

Needs:

- Real-time data for class schedules, attendance, and task submissions
- Bar charts and pie charts for easy comparison with peers
- Seamless experience across both mobile and laptop devices
- Fast-loading dashboards with low latency and minimal bugs

Interests or Routines:

- Exploring new technology and optimizing learning tools
- Checking and analyzing his academic performance regularly
- Staying organized with his class schedule and attendance

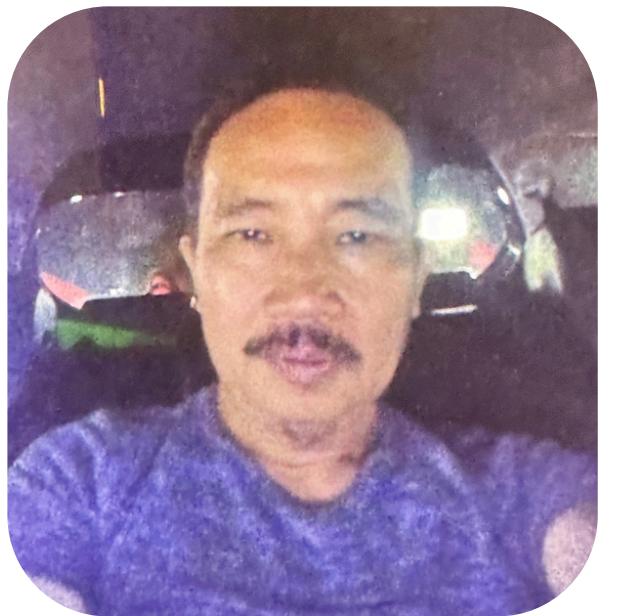
Challenges:

- Data delays and transmission errors when using mobile devices
- Needs real-time updates for attendance and grades but faces inconsistent data availability on the current web app
- Struggles with slow-loading dashboards on mobile devices

Sources of Info:

- BinusMaya for tracking grades, attendance, and progress
- Web applications for real-time data on schedules and task submissions
- Classmates and peers for comparing academic progress





Name: Damanto

Age: 55

Occupation: Supplier

Children: 2

Location: Jakarta

User Description:

Damanto is a 55-year-old supplier with two children, one in junior high school and one in primary school. He values knowing both his children's academic performance and behavior, relying on structured school reports for tracking progress. He is comfortable using mobile devices but prefers simple, easily accessible data. While he doesn't need to check progress frequently, receiving notifications and updates regarding tasks and attendance would be helpful. Damanto mainly tracks basic subject knowledge and prefers clear presentations of scores and attendance.

Tech Proficiency and Device Usage:

- Tech Proficiency
- Mobile
- Computer

Quotes:

- *"I check progress mainly from midterm and final reports and ask my children simple questions about subjects like math."*
- *"Weekly or monthly updates on assignments and attendance would be useful to help me stay on top of my children's progress."*
- *"I prefer seeing their subjects and grades as soon as I open the app, along with their attendance."*
- *"The dashboard should be easy to navigate, with clear buttons explaining their function."*

Personal Characteristics:

- Concerned with both grades and behavior
- Comfortable using technology but prefers simplicity
- Relying on structured reports and mobile apps for tracking his children's progress

Goals:

- Track his children's grades and attendance easily
- Ensure his children are completing their tasks on time and are present in class
- Be able to quickly review the subjects and overall academic performance

Needs:

- Real-time updates on assignments and attendance
- Mobile-friendly dashboards with a simple layout and clear buttons
- Easily visible subject performance and behavior tracking upon logging in
- Minimal navigation between pages with straightforward buttons and descriptions

Interests or Routines:

- Supporting his children's education at home
- Checking in on school reports and asking basic subject-related questions
- Ensuring his children stay on top of assignments and attendance

Challenges:

- School reports can sometimes have delays in data transmission
- Prefers dashboards that don't require excessive clicking or jumping between different pages
- Overly complex apps can be confusing

Sources of Info:

- Midterm and final school reports
- Conversations with children about their subject understanding
- Mobile apps for progress and attendance tracking





Name: Mulianta

Age: 59

Occupation: Business
Man

Children: 2

Location: Jakarta

User Description:

Mulianta is a 59-year-old businessman and father of two who values his children's education but has limited technical proficiency (2/5). He primarily uses his smartphone for tracking his children's progress, relying on the BinusParents app but finding the current system insufficient in providing detailed educational insights. He wants more information about the subjects his children are studying and finds dashboards difficult to navigate.

Tech Proficiency and Device Usage:

- Tech Proficiency
- Mobile
- Computer

Quotes:

- *"I want to see more details about what my children are learning, not just their scores."*
- *"The system should be simple, with fewer buttons and clear instructions on how to use it."*
- *"I don't need to check their progress every day, but I want to know how they're doing overall."*

Personal Characteristics:

- Limited tech familiarity (2/5)
- Smartphone as the primary device
- Values detailed reports but needs a user-friendly interface

Interests or Routines:

- Spending time with family
- Encouraging his children's academic success
- Consulting with his children about school-related issues

Goals:

- Gain deeper insights into his children's learning progress
- Provide better guidance based on real-time updates
- Easily track educational milestones and growth indicators

Challenges:

- Difficulties with complex dashboards
- Lack of detailed subject information in reports
- Struggles with navigation and usage without proper guidance

Needs:

- A mobile-friendly, easy-to-use dashboard
- Real-time notifications about children's difficulties and growth
- Clear explanations, graphics, and milestone tracking
- Educational references to assist with understanding subjects

Sources of Info:

- BinusParents app for school reports and payments
- Conversations with children about their schoolwork
- Occasional usage of Learning Management System (LMS) materials





Name: Muhani

Age: 42

Occupation: Housewife

Children: 3

Location: Jakarta

User Description:

Muhani is a 42-year-old parent with three children: two in college and one in primary school. Muhani primarily tracks the progress of her younger child through midterm and final report cards and occasional conversations with teachers and tutors. While she is not familiar with using digital tools like dashboards, Muhani is open to receiving notifications about her child's progress, assignments, and attendance. She prefers simple, clear presentations of data such as numbers or percentages and relies on mobile devices for convenience.

Tech Proficiency and Device Usage:

- Tech Proficiency
- Mobile
- Computer

Quotes:

- *"Receiving notifications for incomplete tasks or attendance would be useful for keeping track of my child's progress."*
- *"I prefer seeing numbers or percentages for subject performance, with easy access to the grades and attendance information."*
- *"The dashboard should be simple and easy to use, with clear buttons and explanations for each section."*

Personal Characteristics:

- Focuses on grades and behavior to understand progress
- Comfortable with mobile devices but new to using digital dashboards for educational tracking

Goals:

- Stay informed about subject performance and attendance
- Receive notifications if her child has incomplete assignments or other issues
- Track the progress and understanding of her child in specific subjects

Needs:

- Real-time notifications for tasks, assignments, and attendance
- Data presented in numbers or percentages, with clear indications of subject performance and attendance
- Mobile-friendly dashboard that is easy to navigate and understand
- A system that provides tips and learning strategies to help children adapt and improve their study habits

Interests or Routines:

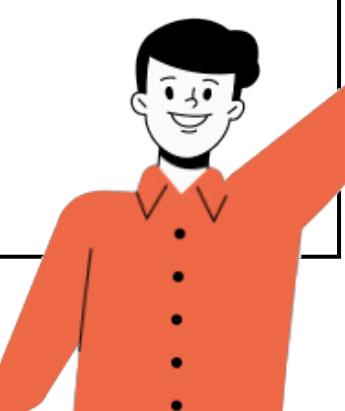
- Helping her children with homework and encouraging them to study
- Engaging with teachers and tutors to stay informed about her children's progress
- Interested in receiving more structured insights into her children's academic performance

Challenges:

- Prefers simple, intuitive navigation: Wants to avoid complex dashboards with too many pages and buttons
- Unfamiliar with dashboards: primarily relies on traditional report cards and conversations

Sources of Info:

- Midterm and final school reports
- Conversations with teachers and tutors
- Uses mobile devices exclusively for tracking her child's progress





User Persona

Creating a user that [represents the whole survey](#) and requirements gathering. Try to better understand better what the user needs [holistically](#).





Name: Adi Widodo

Age: 42

Occupation: Corporate Worker

Children: 3

Location: Jakarta

User Description:

Adi Widodo is a parent with three children, two in college and one in primary school. As a busy corporate worker, Adi is moderately tech-savvy but values simplicity and real-time data accuracy when it comes to tracking his children's academic progress. While comfortable using both mobile and desktop devices, Adi prefers to track his children's progress using mobile devices for convenience. He seeks a clear, user-friendly dashboard that provides detailed insights into his children's attendance, task completion, grades, and study behavior. Adi finds it essential to receive real-time notifications but struggles with dashboards that require complex navigation or don't provide immediate access to important data.

Tech Proficiency and Device Usage:

- Tech Proficiency
- Mobile
- Computer

Quotes:

- *"I want **real-time updates** on my children's tasks and attendance, but I don't want to waste time navigating through complex dashboards."*
- *"The data must be **accurate, up-to-date, and easy to understand**. I prefer **simple numbers or graphs** to track their progress."*
- *"A **mobile-friendly dashboard** is essential because I usually check their progress on my phone during work."*

Personal Characteristics:

- Comfort with Technology: Moderate tech proficiency; prefers mobile for convenience but uses desktop for detailed analysis.
- Focus on Education: Strongly focuses on attendance, task completion, and grades as indicators of progress.
- Desire for Simplicity: Prefers clear, intuitive interfaces with minimal clicks and easily visible data points.
- Data Expectations: Real-time updates on grades, attendance, and tasks are essential to keep track of his children's academic status.

Interests or Routines:

- Helping her children with homework and encouraging them to study
- Engaging with teachers and tutors to stay informed about her children's progress
- Interested in receiving more structured insights into her children's academic performance

Goals:

- Track Academic Progress: Keep up with his children's grades, attendance, and task completion.
- Receive Real-Time Notifications: Be informed when assignments are missing, deadlines approach, or attendance is low.
- Access Clear Data: View easy-to-understand reports and visual summaries (graphs, percentages, scores) that reflect his children's academic and behavioral performance.
- Support Children's Learning: Provide guidance and support based on dashboard insights into their strengths and weaknesses.

Challenges:

- Complex Dashboards: Struggles with dashboards that are difficult to navigate or require too many clicks to find important data.
- Delayed Updates: Frustrated by systems that don't offer real-time updates on progress and grades, leading to miscommunication.
- Lack of Behavioral Insights: Wants more comprehensive insights beyond grades, such as behavior in class or effort levels.

Needs:

- Real-Time Updates: Immediate access to information about assignments, grades, and attendance.
- Mobile-First Design: A dashboard that is optimized for mobile usage, with seamless transitions between mobile and desktop views.
- Clear Data Presentation: Easy-to-read visuals like graphs and numbers, with clear labels and explanations of what the data represents.
- Minimal Navigation: The system should be intuitive and not require excessive page changes or complex processes to get to the needed data.

Sources of Info:

- Conversations with Teachers and Tutors: Often relies on conversations with school staff to supplement what is seen in reports.
- School Reports: Currently uses midterm and final reports for more structured tracking but is open to more real-time, online tracking systems.
- Mobile Applications: Primarily uses mobile devices like CoLearn parents report and LMS platforms to check attendance and grades.