Effectively designing a product requires the understanding that we are not our user; this user persona serves as an ideal user for our application and will help guide development toward an intuitive solution for our user base

MOLLY (PROGRAM ADMINISTRATOR)

Characteristics
- Patient, passionate, charismatic, fun
- Has spent most of her life in the educational services field, focusing on ESL and international education
- Traveled to Spain in college to learn Spanish, traveled to Costa Rica to teach at an English School

About

Molly is a full-time mother of two with a passion for helping people. She finds immense fulfillment in teaching ESL at the local library while balancing duties at home. She builds relationships quickly, preferring to hand-make cards for people rather than buy them, builds lifelong friendships working alongside adults teaching them English, stays up late to take care of her family, and insists that she makes plenty of time in her day for her kids to garden and teach them about life.

" I really don't mind technology but I hate how it distracts us from the people interaction that is so important in this business.*"

Representative quote

Frustrations		Potential Features
Repetition/inefficiency of tasks	➤	Reduce number of fields of repetitive entry wherever possible
Making sense of raw data	➤	Visualization of trends through the use of graphs and pictographs
Limitations on data filtering	➤	On-screen data filtering facilitates quick access to data
Lengthy technology interaction	➤	Simple entry forms and viewing of data

Age:	40 years old
Primary Device:	Laptop Windows
Mobile Device:	Apple iPhone 6

Engagement

HIGH

PROFICIENCY

FREQUENCY

LOW

Innovation Adoption

Early Majority

Late Majority

Early Adopters

Innovators

Laggards