

# Personas

## Test Developer

### Rowan Johnson

age: 52

residence: Melbourne, Australia

education: PhD in Applied Linguistics

occupation: Language Test Developer

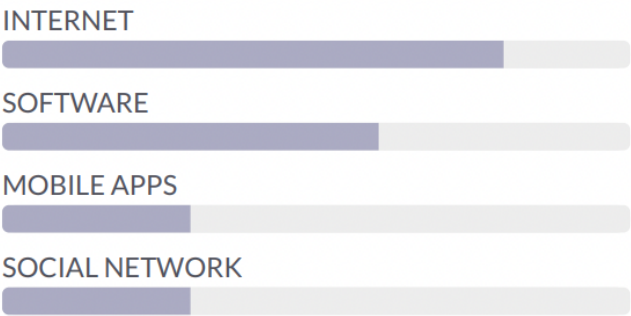
marital status: Married



*Precision and adaptability are crucial in creating language assessment.*

Rowan Johnson spends his mornings brainstorming creative content for language tests. He collaborates with different educators from various linguistic backgrounds to design topics and texts that can effectively assess people's language levels.

### Comfort With Technology



### Needs

- Tools for quick and efficient generation of reading test topics and texts
- Texts that cater to various language skill levels
- Content that reflects diverse language use contexts

### Values

- Creating assessment content that accurately measures language skills
- Supporting test developers with linguistically innovative and enlightening content

### Criteria For Success:

The topics and reading texts are suitable for use in language tests and cover diverse fields. The content effectively determines the language skill levels of the test takers.

### Wants

- Integration of diverse genres for comprehensive language assessment
- Topics are narrow enough to avoid well-known knowledge

### Fears

- Reading texts do not match the language difficulty level well
- Content not suitable for use in language tests

# Administrator

## Sophie Bouchard

age: 36

residence: Sydney, Australia

education: Master's in Education

occupation: Compliance Manager

marital status: Married



*Ensuring the preservation of information security stands as the keystone of proficient management.*

At the beginning of her day, Sophie Bouchard engages in reviewing data access patterns. She collaborates with various experts to assess relevant security issues.

### Comfort With Technology

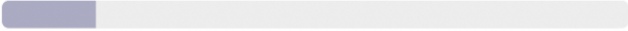
INTERNET



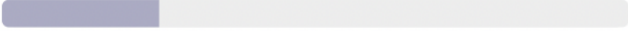
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### Criteria For Success:

Successfully managing, handling, and supervising users to ensure alignment with security and management requirements.

### Needs

- User management tools for efficiently managing registered users
- A system ensuring comprehensive security for user and data management

### Values

- Staying proactive in preventing information breaches
- Safeguarding data security as a matter of digital ethics

### Wants

- Tools for identifying and addressing user management issues
- An effective approach to confronting potential security challenges

### Fears

- Inadequate response to user management issues
- Poor management of information breaches

### Note:

Development Tool: PersonaGenerator

Profile Picture (Generated by AI): ProfileBakery; Midjourney