

# EASTERN WASHINGTON UNIVERSITY



Persona

current EWU student

Name

Jimmy "Bucks" Olmstead

Demographics

20 years old, athlete, dating Daisy Clark, dad is manager at Kaiser Aluminum

Enviroment

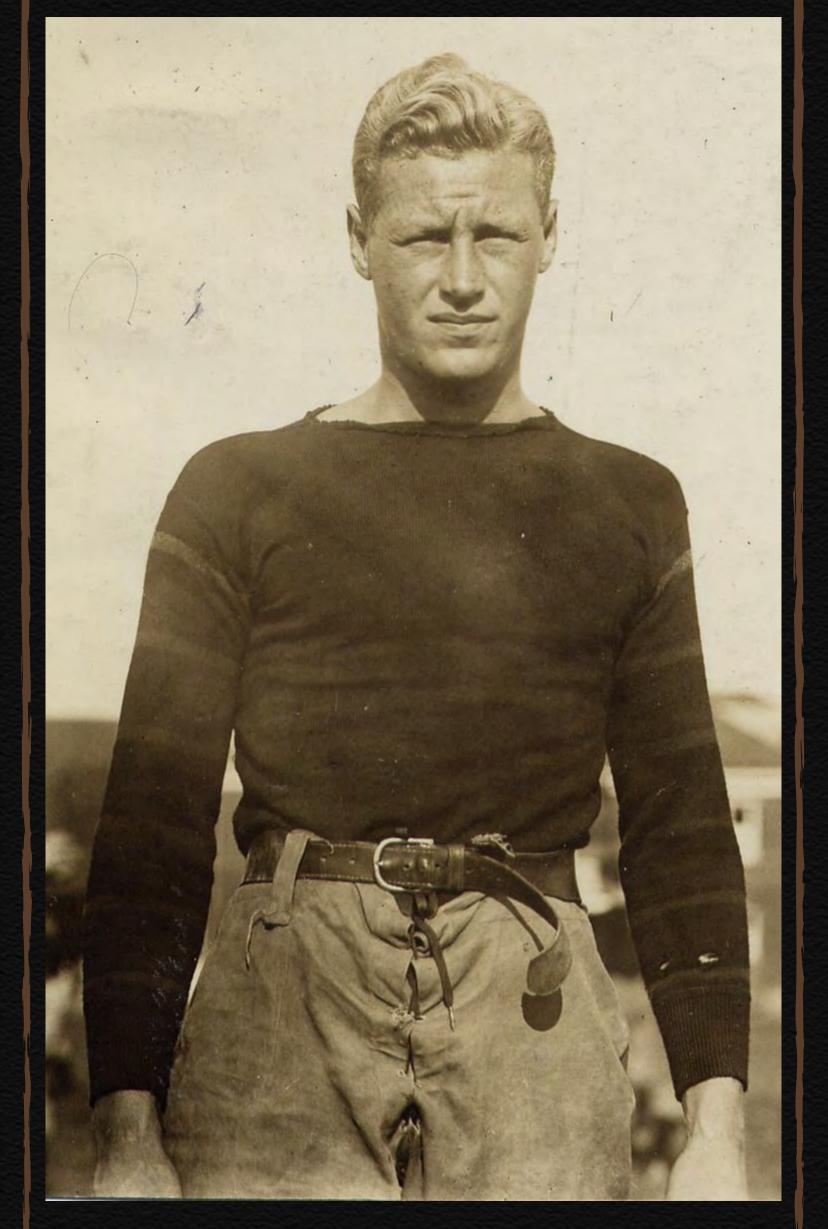
lives in dorm, owns a tellie'phone hangs out in Pence Union Building to eat and do homework

Demands

needs a tool to easily check grades, mail and communicate with instructors about football practice or game times

Quote

"boys...we are gonna knock the socks right off those shmuks when we get out there" ~ Bucks



#### ALUMNI OF THE

# EASTERN WASHINGTON UNIVERSITY



Persona

Name

Demographics

Enviroment

Demands

Quote

past EWU student

Edna Earhart

24 years old, nurse at Sacred Heart studied nursing at EWU, single women's sufferage advocate

rents an apartment on the South Hill, takes bus or walks to work, interested in pursuing PhD

needs an easier way to access information remotely and sign up for classes to pursue her PhD in medicine

"no relation to Amelia... truly a tragedy though" ~ Edna



# EASTERN WASHINGTON UNIVERSITY



Persona

future EWU student

Name

Richard K. Haas Jr.

Demographics

17 years old, high school, 3.9 GPA wants to attend EWU, but has no idea what he wants to major in

Enviroment

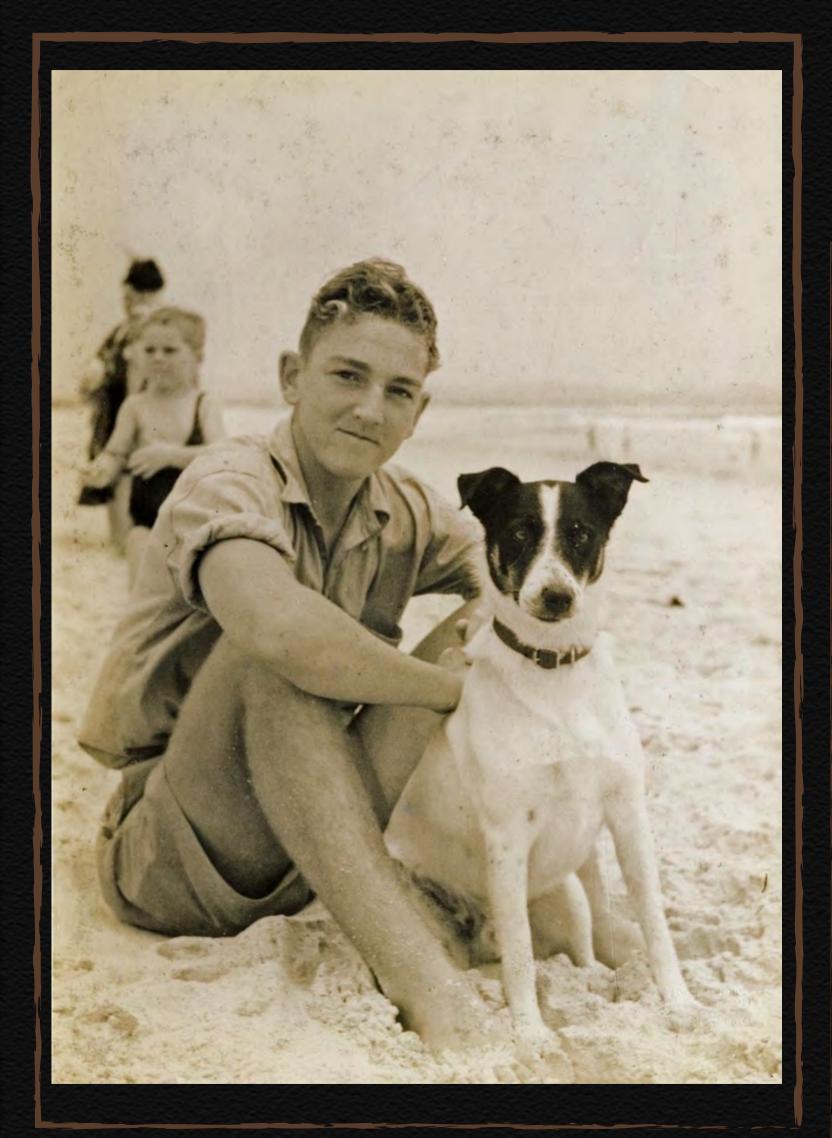
lives with mom and dad and nervous to move out, but eager to start school dad is paying for college

Demands

needs a way to find out what he needs to do to apply at EWU and what majors are offered there

Quote

"gee-whiz, I-I'm not sure what I want to do with my life, b-but my dad wants me to become an engineer like him" ~ Dick



### EASTERN WASHINGTON UNIVERSITY



Persona

Name

Demographics

Enviroment

Demands

Quote

EWU facilty and staff

Dr. Stubert Einsteiner

46 years old, professor of data engineering somehow everywhere, big ego, loud enthusiastic & a clear communicator

lives outside city, married and has two children, makes a ton of money and still works all the time

needs to a place to post information about his curriculum and stay in communication with all his students

"no, I'm not working for the government on secret projects on the side" ~ Stubert

