



STUDENTS OF THE  
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*

Environment

*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 shmucks  
when we get out there" ~ Bucks*



ALUMNI OF THE

# EASTERN WASHINGTON UNIVERSITY



Persona

*past EWU student*

Name

*Edna Earhart*

Demographics

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

Environment

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

Demands

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

Quote

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







THE FUTURE OF  
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*

Environment

*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*



THE EMPLOYEES OF

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# EASTERN WASHINGTON UNIVERSITY

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## Persona

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*EWU faculty and staff*

## Name

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*Dr. Stubert Einsteiner*

## Demographics

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

## Enviroment

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

## Demands

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

## Quote

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

