Primary Persona (Novice)

Name: Billy Powell

Age: 22

Occupation: College Student

Billy is a college student who has to take a lot of notes to study in order to pass his classes. He has recently discovered OneNote, and has found that it is a great way to keep all of his notes in one place. It can also help him with his math classes due to its built-in equation solver and practice problem generator. However, he has just recently started using OneNote, so he has much to learn about the program.

Secondary Persona (Expert)

Name: Jane McClellan

Age: 32

Occupation: Office Worker

Jane is a worker in a classic business setting and has used OneNote to take notes for a long time. However, she tends to use only some of the options that OneNote provides. On occasion, Jane will look up tutorials on OneNote in order to figure out how to do a specific task.

Jane’s job is to keep tabs on inventory for a manufacturing company. Because checking inventory keeps her working on her feet, Jane uses OneNote on her phone to make notes. Afterward, Jane uses her notes to fill out a report on an official company computer.