Personas

Harold



Status and Trust Level

Trusted

Role: Professor

Demographic: 60-year old male professor at UTSC

Knowledge, **Skills**, **and Abilities**: Harold is a psychology professor with tenure. He has limited experience and knowledge on computers.

Goals, Motives, and Concerns:

- Wants to upload and store notes for archiving and student access
- To be able to easily use the site without confusion.
- To be able to post and share assignments, exams and academic information for all students to access.
- To be able to post previous course materials and allow access without having to reupload every semester or manager a site themselves.
- Be able to communicate with students efficiently and properly.
- To avoid the hassle of submitting files for every new semester.

Usage Pattern: Weekly updates of assignments, lecture slides, and other course materials. Spends some time each week to answer any questions from students in emails, threads, etc.



Status and Trust Level Trusted

Role: Student Demographic: 20-year old student at UTSC

Knowledge, **Skills**, **and Abilities**: Has plenty of experience and knowledge in computers. Is capable of using more advanced features with ease. Has basic programming knowledge.

Goals, Motives, and Concerns:

- Want to be able to upload and share his notes with other students
- To be able to follow and receive updates from professors he is interested in
- To be able to follow his peers and friends
- To be able to engage in discussion with multiple of his peers
- To be able to search and find lecture notes, previous tests, etc in prospective classes to get prepare and practice ahead of time

Usage Pattern: Checks his assignments and course announcements daily. Frequently searches for supplementary material for his courses and to answer any questions he is unable to solve.

Chad



Status and Trust Level Untrusted

Role: Guest/Unregistered User

Demographic: 24-year old student from a different university

Knowledge, Skills, and Abilities: Average experience and ability in computers. Is capable of basic use cases such as word processing, and internet research.

Goals, Motives, and Concerns:

- Wants to use the network to search for lecture material to supplement his own courses
- To be able to search the network for research material for an assignment

Usage Pattern:

• Frequent research projects has resulted in very rapid research and web page traversal (frequent opening and closing of web pages)