**Cover Page**

**Module Name:** Interactive System Design and Evaluation

**Module Code:** IMAT 2610

**Title of Assignments:** Personas

**Group Name:** Team 123

**Interactive System:** Banking System

**Group Members:** P2645492, …

**Specifications:**

include a brief description of what the interactive system is or does, and how it’s a bit different from other similar systems. Keep this to the absolute minimum needed to make the rest of the assignment comprehensible.

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| **James Bond**  **BIO**  James is an IT specialist working with the back to solve technical problems and help in maintaining back hand problems. He visits bank three times in a week to look after technical equipment. It there is any equipment defects or any software issues he will join the team and resolve issues. He makes work environment friendly and supportive. Also, James has a nature of working according to Prioritizing work  Frustrations   * Obstacles in writing codes. * Irregularities in Staff * Problems with the available solutions.   Goals   * To resolve technical issues. * Help other crew members. * Professional in customer services. * Update applications and maintain work environment.   **Motivation**  Incentive  Fear  Growth  Power  Social  Preferred Channels  Traditional Ads  Online & social media  Referral  Guerrilla Efforts & PR |

Background pattern

Description automatically generated

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| “I want to make a work friendly environment and be an expert in technical aspects,” |

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**Age: 20**

**Work: IT sector**

**Family: Single**

**Location: Leicester**

**Character:**

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| **Brands & Influencers** |

**Personality**

Xyz affdfg

Dxbgd dbgbd

Sbgbbdg dgbd

Fgbdg dgbdb

**Persona of IT analyst Made by P2…**