

Negative persona:

William Smith

Author: Yan Zichu

Age: 55

Gender: Male

Occupation: Otago University Physics lecturer

Location: Otago

Nationality: British



Background:

William Smith is a conservative and traditional old man. He always likes to communicate with his students face to face which he thinks it is the best way to help out his student's study. He is not familiar with new technologies and has no interest in them, but he has benefited from his serious attitude and efficient traditional learning methods. He thinks the Student questioning system is too complex and can be confusing to use. Recently he is going to his hometown Birmingham to visit his family. But he also wants to keep helping his students on their study. Thus he is looking for a new way, maybe he will try to use PeerWise soon.

Attributes:

1. William Smith likes to stick to his old ways of working. He is confident of his ways of teaching and does not like changes but if it is necessary then he will change without any hesitation.

2. He never tried to use the questioning system, he thinks it will be hard to use and confusing to use. If any of his students have a problem to use the new system, he is not sure he can solve it.

Preference:

1. He prefers the old and traditional way of teaching, he likes to communicate in person instead of online.

2. He doesn't like anything that is considered confusing to use for him. If he is going to use the questioning system, he wants it to be simple and easy to start with.

Goals:

He wants to stay at the forefront of his field, and as a professor he wants his students to be as good as himself.

Motivations:

1. Easy to use, don't need spend any time on learning how to use a web.

2. If students have any questions, he would like to receive a notice from PC or mobile device and suppose to reply his students as soon as possible.

Frustration after used:

William Smith is very unaccustomed to using PeerWise. First of all, he feels that the operations of "create course" and "add students" are very cumbersome. At the same time, when the students answer or ask questions, there is no prompt feedback. But he had to continue to use it, because changing another platform would cost him and his students more experience. He very much hopes that these problems will be improved.

Scenario of instructor : Navigation/Create a course/add students in a course

William Smith

Author: Yan zichu

William He had just arrived at London Heathrow International Airport and was two hours away from his next flight to his hometown Birmingham. He now wants to try out the PeerWise site that his colleagues recommend to him.

He took out his mobile phone and logged in to the PeerWise homepage. He **entered** the University of Otago in the only optional login of the mobile phone homepage, and then the page led him to the login interface, which required a username and password. However, **no registration** has appeared so far sign or button.

So he gave up using his mobile phone and took out his laptop. He was a little disappointed with the site on mobile. He searched for PeerWise with a computer browser and then he saw a homepage that was offensive to him. There was a lot of useless information, there was no guide. The word: 'To log in, select your school / institution from the list below:' is the only option he can do. So he entered the University of Otago again, but the student's guidance **appeared**.

Then William closed the page, he think he would spend a long time on learning it and decide to do it after next flight.

He arrived at Birmingham's home and reopened PeerWise to start research, however, he was stuck at the step of how to add students. He wanted to give up a bit, he was very puzzled why his colleagues would recommend this site to him.

Problem:

The navigation system of this website is imperfect: the homepage lacks useful information, and the information and functions presented to users cannot arouse users' desire to use it. There are too many other people's comments on the homepage. However, this is not the user's concern. The user's experience and whether it is convenient or easy to use are the keys.

Why this is a problem:

William William is very unaccustomed to using PeerWise. For some user groups who have no experience with related websites, a brand new website is a challenge for them. Not all users are very patient. At this time, it is very important to have a good navigation to lead users to explore. Peerwise can be said to have no navigation. At the same time, he feels that the operations of "create course" and "add students" are very cumbersome. At the same time, when the students answer or ask questions, there is no prompt. But he had to continue to use it, because changing another platform would cost him and his students more experience. He very much hopes that these problems will be improved.