# C:\Users\Ralle\AppData\Local\Microsoft\Windows\INetCache\Content.Word\4190784732_88a347d877_q.jpgPersona Description

Name: IT student Steve

Description:IT student who attends Code Fair 2017 with the goals of promoting some of his work for a potential future employer.

## Personal information:

**Age:** 20

Figure 1 https://www.flickr.com/photos/heipei/4190784732/in/photolist-7ojSib-7ojLiA-7ojUFS-dBRaDJ-diPmhF-7ofZXz-7ofUFk-MojHX4-5orVQ6-6uTLHc-48soWS-RQoQzU-pygqZV-7ofXon-edmjXz-dzAbpY-4XzjXT-9rWCgR-iprpAg-d2Q8y-RtJBs9-9R3D5W-bn9pJD-7Ve8JY-brnnoY-qzDdHu-byWxPi-6H2v

**Profession:** Student

**Location:** Darwin

**Hobbies:** Sports, video games

**Personality:** Ambitious and cares about his career

**Education:** Bachelor of Information Technology

## Internet usage:

**Internet experience:** High

**Primary usages:** Social medias, research for education

**Hours online per week:** 15

**Computer:** Windows laptop

## Personal Profile:

Attends classes for a degree in IT and wants to build a career in IT. Steve is looking for a study-relevant part-time job besides his studies. He has never attended an IT-related event.

## User goals:

*The user’s goals for this site:*

* To find out whether the Code Fair is about and if it is relevant for him
* To sign up for the contest
* To win Prizes
* To meet potential future employer
* Learn more about the IT business

## Business objectives:

*Our goals for the user:*

* To give motivation for working in IT by showing an example of good web-design
* To get attendants for the Code Fair competition
* To teach about the Code Fair and the opportunities it gives

## Scenario of use:

Steve hears about the code fair in an IT class and learns that there are prizes to be won and therefore want to see if he is suited for the contest, since he wants to improve his CV for or maybe meet relevant people in the IT business. He searches for the code fair and goes to the home page. He sees a professional and interesting webpage and quickly learns what the code fair is about and it guided to information about who should attend. He is sees that the challenge fits his skills and wants to take the challenge. He leaves the page and talks with some friends about attending and about the prizes, and after a week he visits the page again to sign up for the contest.