

Persona 1

Donald Ng

Age: 23

Year: Third year

Department: Computer-Science

Goals and motivations

Ng wants to easily pass his exams and get an excellent grade. Therefore, he has been looking for external learning sources.

Lifestyle

live in campus, fitness,

Nature of work

Currently full-time student and processing undergraduate degrees

Environment

Campus, library, café bar, home

IT skill level

Ng currently is a third year CS student, knows basic CS concepts and has ability to create a website. Knows Java, C++ etc programming language. Therefore, he holds intermediate IT skill level.

Attitude towards technology

■ Good, it's easy for me and I do not spend much time

IT equipment

desktop, laptop, tablet, cell phone, Wi-Fi, network

How to use the web site?

"As I student, I want to get course description from the website, then give me choose to register if I like it, not spend much time to find how to register. Give me login dialog and easy access Learning system. Finally, I prefer friendly layout"

Key tasks

Based on Ng request, the webpage should focus on following aspect: description, button, navigation bar, footer and layout. Should have following functions:

- 1. Click button register course*
- 2. Easy to find what you need*
- 3. Has dialog login the learning system.*

Persona 2

Jeffry

Age: 38

Course: Chemistry

Department: Faculty of Sci Department of Chemistry

Goals and motivations

Jeffry is a lecturer in university. He wants to find a part-time job in the web. Such like teacher in “remote-learning” system.

Lifestyle

He like join clubs, family, lives off campus and like fitness

Nature of work

currently full-time job is a lecturer, research in organics chemistry. Hold PhD degree in Sci. Be enthusiastic about his work. Wants to find part-time job.

Experience and training

2-year experiences lecturer in university.

Environment

campus, home, café bar and library, laboratory

IT skill level

No strong background in IT. Jeffry has an old MacBook pro. Even he no idea how to upgrade the system, unless meet problem he does not pay attention in IT.

Attitude towards technology

■ *ok, I do not hate IT, but I do not want to spend much time*

IT equipment

Desktop. Laptop, tablet, Wi-Fi, cell phone

How to use the web site?

“As you know, I am not having strong IT background, I just like teacher. I want to get course description. therefore, I can get idea what can I do. Additionally, give me easy way to connect the platform, I do not care about whether email or access system. Yes, I prefer good looking layout. Easy to use.

Key tasks

Basic on Jeffry request. the webpage should focus on following aspect: description, navigation bar and footer.

Should have following functions:

- 1. Easy to connect the platform*
- 2. Good looking page*
- 3. Can get course description*

Persona 3

Jennifer

Age: 28

Course: Computer science

Department: Company officer

Goals and motivations

Jennifer is a company officer, she main job like secretary.

Handling paperwork. Her supervisor demanded that she learn some computer lessons to improve IT skills. She does not have any idea. she just looking around.

Lifestyle

fitness, family, make up, shopping

Nature of work

currently full-time job is a secretary in company, she has no idea about remote learning

Experience and training

before entering the company, she holds bachelor's degree in management

Environment

office, café bar, library, home

IT skill level

No IT skill background, she just knows how to use laptop. Do the basic paperwork and office software, like Word, Excel

Attitude towards technology

■ I do not like IT, however I have to use it.

IT equipment

desktop, laptop, cell phone, network

How to use the web site?

" To be honest, I do not hate IT devices, however I need to use it. talk about remoter learning. I hope easy to use, friendly windows, I can get course description. Easy to find what I want to do. Moreover, I want to get news or recently flyer or offer from the website."

Key tasks

Basic on Jennifer request, the webpage should focus on following aspect: description, navigation bar, news part.

Should have following functions:

- 1. Good looking page*
- 2. Have news part let customer get recently information*
- 3. Get idea about course*