

Example Persona 1



Persona name	John Smith
Persona role	Subject Coordinator at the University of Melbourne
Job description	Responsible for the administration of a particular subject within a faculty. Additionally responsible for undertaking assessments within the subject and consulting with students when concerns are raised

Company

Company name	University of Melbourne
Company size	10000+
Industry	Education

Demographic information

Age	45
Gender	Male
Income	\$136,316
Education level	Postgraduate Degree
Residential environment	Suburban

Personal quote

“Cheating is nothing to be proud of”

Biography

John is a subject coordinator at the University of Melbourne who is concerned about students cheating on the assignments that are created by his staff for the subject. One of his key responsibilities as a Subject Coordinator is to manage assessments and consult with students which also includes instances of academic dishonesty. John has been a coordinator for many years now but with the rise of new methods which allow students to generate work, he feels that he is out of his depth in determining the authenticity of a student's assignment. He is determined to resolve this as he is dedicated to ensuring the quality of the subject he is delivering

Professional goals	Motivators
<ul style="list-style-type: none">• Improve academic honesty policies• Improve time management for himself and staff• Improve student engagement and education	<ul style="list-style-type: none">• John wants to streamline his assessment marking in his subject and wants to avoid spending large amounts of time on academic honesty• John wants to ensure fairness in the marking in his subject
Challenges	Sources of information
<ul style="list-style-type: none">• John is not the most comfortable around technology and can sometimes find it intimidating• John is finding it difficult to detect academic dishonesty with the evolving methods that students can utilize to cheat	<ul style="list-style-type: none">• John is surrounded by fellow academics who may be able to provide him with guidance• John may be able to attend University workshops informing him of valuable upcoming methods• The University IT department may be able to inform John of rising detection methods that have proven reliable