**Final Primary Persona: Jack**

We based this final persona on the contextual inquiry results and also incorporated the user requirements into our persona. Most of the group member’s individual persona generally fit this persona and demographic.

**Name:** Jack

**Occupation:** College student

**Age:** 21 years old



Jack is a 21 year old college student who is currently studying business management. He is in his fourth year of college, so his daily life is extremely hectic and busy. Not only does he want to get good grades in class, but he also needs to juggle his spare time between studying, his social life, and job searching. Therefore, more often than not, during his free time, he finds himself consistently multitasking between many tasks. His primary goal right now in life is to find a job before he graduates. Therefore, he is always looking for potential emails, text messages, messages on social media from companies to see if he got rejected or moved on to the next round of interviews.

Like many others his age, he uses an iPhone 13 and is extremely addicted to it. He finds himself constantly checking his phone and getting sidetracked. In addition, his phone is always next to him because he wants to be notified as soon as possible whether someone texted him or when he receives an email. He wants to be constantly updated with the most recent news and feels bad if he leaves someone on read, so he will reply as soon as possible. Jack is also bilingual, he speaks both Chinese and English; he occasionally speaks Chinese to his parents, and mainly uses English during the day. Usually, Jack uses his phone with both hands when he is exclusively focused on just the phone. However, whenever Jack uses his phone when he is performing other tasks or when one hand is occupied, such as eating, brushing his teeth, walking outside, on public transportation, and lying on his bed, all of which also happen very frequently, he tends to operate his phone with just one hand.

In the situations when he is using the phone with one hand, Kevin is either messaging his friends and family on iMessage or WeChat, checking messages on Gmail or LinkedIn, browsing social media like YouTube and TikTok, or searching things on Google. All of these activities involve entering text using the virtual keyboard on the phone with just one hand, which Jack significantly struggles with, specifically in terms of

1. the high frequency of typos;
2. difficulty in fixing the typos caused by counterproductivity of autocorrect and delete;
3. inconvenient location of certain keys (like punctuations, emojis, and other special characters);
4. uncomfortable size of keyboard and phone leading to difficulty to reach all keys and physical discomfort

[Referencing breakdowns identified from the affinity diagram and specific interpretation notes].

Thus, Jack has the following specific desires/needs.

1. Jack wants to minimize the amount of typos he makes when he is entering text with one hand, which should not be more than the amount of typos when he is typing with both hands [Referencing User Requirement 1].
2. Jack wants to easily fix any typos using one hand without doing any redundant actions (i.e. more than what is necessary) such as
   1. correcting mistakenly-corrected words by keyboard assistive features like autocorrect [ReferencingUser Requirement 2], or
   2. accidentally deleting correctly-spelled letters/words not part of the typo [Referencing User Requirement 3].
3. Jack wants to be able to easily locate and enter non-alphabet characters with one hand, including emojis, punctuations, and numbers [Referencing User Requirement 5].
4. Jack wants to be able to comfortably reach all keyboard elements while securely holding the phone with one hand [Referencing User Requirement 4, 6].