

LAB 2: Personas

Trevor Buck

PERSONA #1

Name: Michael Keeler

Descriptor: 6' male that is very active. Hes about 45, never married, no kids.

Who is he?: Michael works as a manager at Dominos Pizza. He lives here in Boulder Co.

Goals: Michael is saving up money for two things. He wants to travel, and he wants a special someone to go with him.

Attitude: Michael is a generally positive guy who has recently turned back to his Catholic roots.

Technology: Michael uses his phone every day. He is often delivering pizza and depends heavily on Google Maps. He has learned how to do the voice commands and loves that feature as it is fast and easy for him to use while driving.

Sketch



LAB 2: Personas

Trevor Buck

Persona #2

Name: Jessica Hinks

Descriptor: 5'6" female that lives for the weekend. Single and ready to mingle

Who is she? Jessica works with troubled families as a counselor. She meets with families, in their homes, 2-3 times a week. She is 26 and loves the freedom of her lifestyle. Lives in Denver

Goals: Right now, Jessica is just loving life. She loves the satisfaction her job provides. She is also very social, and hangs with her friends every Friday and Saturday night

Attitude: She recently graduated college and is very familiar with technology.

Behavior: Jessica visits an average of 3-4 households a day. The houses range from 5-50 miles away. She uses google maps constantly. Both for work, and the weekend

Sketch:

