

Group Activity : Personas and Scenarios

CSCI 431W - 01

Mary Jendricks

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Personas

(1)

Name: Susan Marie

Age: 51 years old

Background: Lives in California, not extremely tech savvy, but has the ability to work google calendar. Recently retired, has a past working as a 2nd grade teacher. Wants to enjoy retirement and not waste time planning events with her friends. Because her friends are not tech savvy, planning events through group text is time consuming and frustrating. She wants to be able to send specific events to friends, and “poke” her friends to remind them about upcoming events and invitations. She wants to be able to add friends to the app to coordinate events.

Education: Masters in Education at UCSB

Goals:

- A simple way to make plans with her friends without using group text
- She wants the ability to accept or decline invites.
- Make her plans/schedule visible to her friends

(2)

Name: Devin Bookr

Age: 26 years old

Background: Working retail at Target. Devin hates his job works Monday - Saturday working 10 hour days through friday and working for 5 on the weekend. Devin loves where he lives in the city but because of the high cost of rent he is forced to work long hours. With the little time he gets off he enjoys going out with his friends when he can.

Education: Has an AS in communication studies

Goals:

- Wants to organize plans with friends when he has time off
- Wants his friends to understand his schedule so they can plan for events to fit everyone in.

(3)

Name: Alex Ryan

Age: 17 years

Background: Alex is a full time highschool student, and works at Jamba Juice. They are about to graduate and has little free time between work and school. They work 15 hours a week and are at school 6 hours a day. On top of work, they are full IB students.

Education: Highschool education

Goals:

- Plan events with fellow highschool students, without creating messy group chats
- Ability for friends to see his availability and work schedule

Scenarios

Susan Marie:

Susan is tired after a long day of pilates and needs to plan a birthday party for her best friend Obama. The party needs to be planned by next week, and they want to go to a nice sushi dinner, and need a reservation soon. However, her friends are not answering in the group chat, and she's having trouble planning the party. She becomes frustrated and discouraged at the inability to plan something for her friend.

Devin Bookr:

It's Saturday afternoon and Devin wants to organize plans with his friends for tomorrow, the only day he's got off. He runs into a problem though when everyone he tries to make plans with shoots him down because they are all busy that day/had already planned things ahead of time with other people that weekend and had been out of town since Friday night and wouldn't be back until Monday morning. Annoyed that everyone made plans without him, they excused themselves as they didn't know his schedule last week and couldn't delay the trip waiting for him to fill them in.

Alex Ryan:

Alex got home from graduating rehearsal, and will graduate within the month. They want to make sure they make plans with friends before graduation. They want to organize a trip with his small group of friends to Hawaii. But, Alex has work for the next 5 hours and wants to send out a quick invite to all their friends, without interruptions from unrelated messages.

