



# User Personas



Name: Rachel

Age: 67

## Background:

Novice programmer Wants to build an app In an unrelated industry Unfamiliar with technology

Dont need/want:

I cannot understand big chunks of text.

#### Needs:

As an older person new to this field. I want an easy way to keep track of my tasks and progress. My vision is not so good so I need an option to enlarge the text and have reminders sent to my device.

#### Desires:

I want a fun theme to keep my attention and help my memory association.

#### Fears:

- Heights probably - Poor user interface/navigability



Name: Pomas Thowell

Age: 40

## Background:

Professor Accomplished education Lot of SWE experience in industry

#### Dont need/want:

I don't want my dev journal to be slow and difficult to navigate. I am busy and don't have time to waste

#### Needs:

I need a journal that looks visually appealing, is easy to add and track my work progress, and is just a great tool to log in my work and tasks

I would love to have an easy way to visualize my progress and work done and also something to incentivize me to log in every day I work

Desires:

#### Fears:

Students who don't want to learn SE principals Missing deadlines Getting bad reviews, user unfriendly designs



Name: Isaiah

Age: 21

## Background:

Started programming in college Has taken many classes but this is the first time making a website

#### Dont need/want:

Does not need it to be too many features

#### Needs:

-place to keep track of multiple long-term projects - (A show more details option//option to show more than just the project's title) to make their dev journal look more filled when there aron't as many projects

#### Desires:

minimalist design easy to navigate can add many tasks and subtasks

overly complicated/have - Does not need it to be difficult to use/take a long time to learn

# Fears:

unemployment, never finishing a project, getting a B

Name: Henry Jr

Age: 10

# Desires:

Needs:

- guidance/help on how

to complete a coding

project from start to

finish

Complete Beginner wants

Background:

Teacher recommended website in class

to create a simple game

### Dont need/want:

-complicated interface -needs colors and characters

Incentives, simplicity doesnt really know

themselves

#### Fears:

-lack of experience -forgetting to press save after writing a log