

Personas for Hobby Club

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SWDV 691: SOFTWARE DEVELOPMENT CAPSTONE 1W 25/SP2

Professor: Joseph Gradecki

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Personas

Persona: Avid Reader

Background:

- Middle age man
- Working class
- Married

Demographics:

- Male, 30 years old
- Works as a manager for a mid-size company. \$120,000 a year
- Lives in the sub-burbs

Identifiers:

- Reads Mystery novels
- Loves to talk with others about books he's read

Goals:

- Looking for a group to discuss mystery books
- Looking for good conversation and new mystery novels

Persona: Board Game Strategist

Background:

- College students
- Working on Bachelor's Degree
- Single

Demographics:

- Male, 20 years old
- Works part-time in retail. \$20,000 a year
- Lives on campus

Identifiers:

- Game enthusiast

- Likes strategy games

Goals:

- Looking for a group to play games
- Looking for new and exciting games

Persona: Crafty Knitter

Background:

- Elementary School Teacher, with Bachelor Degree
- Married with two children
- Makes crafts for school and grandchildren

Demographics:

- Female, 50 years old
- Single Family income of \$100,000
- Lives in the sub-burbs of a major metropolitan city

Identifiers:

- Creative personality
- Likes to create new crafts for grandchildren
- Not very computer savvy

Goals:

- Looking to get with others and exchange creative ideals
- Group that she could share her ideas with