1. **For the Personal testing and review sub-group**

a. After submission, it's the responsibility of the testing team to test the three (3) personas,

b. The testing team is to evaluate the three (3) personas by giving a first and final impression.

c. Scroll down to the bottom of your screen and click on the group post in the Discussion area.

d. Select Reply, then respond with your sub-group feedback.

e. To submit your feedback, select Post to the forum.

**Persona 1**

*Example:*

*First impression: Richard looks like a well-presented businessman.*

*Final impression: Richard is not the most tech-savvy person. However, he can learn new technologies if required. He has physical limitations with his vision and requires high contrast and visibility for a good user experience.*

*Richard is a wealthy hedge fund manager who is more likely to appreciate usability and convenience over saving money on a better deal.*

**Persona 2**

*Example:*

*First impression: Jamie is a young adult who looks clean and well-presented.*

*Final impression: Jamie will have no problem operating a smartwatch and is more concerned about choosing the RIGHT product, as her finances don’t allow for any mistakes. Jamie wants a smartwatch to collect and store relevant fitness data and also help improve her professional communication.*

**Persona 3**

*Example:*

*First impression: Kelly is a young student.*

*Final impression: Kelly is a perfectionist involved in many extra-curricular activities but struggles to manage her time well because of ADD. Planning and time management are important factors for her, as well as affordability, as she is currently studying.*