

# Personas

NAME

Janice Schmidt

TYPE

Idealist




### Goals


To monitor weekly study contributions and efforts for all subjects so that she could find her weakness and improve her learning experience.

### Background

Janice is a postgraduate student studying in University of Melbourne, majored in Bioinformatics. She is hard-working and wishes to get H1 for all subjects she took. She checks her email and Canvas everyday and spends plenty of time in learning.

### Demographic

 Female 22 years

 Melbourne, Australia

Single

University of Melbourne Student

Master Degree

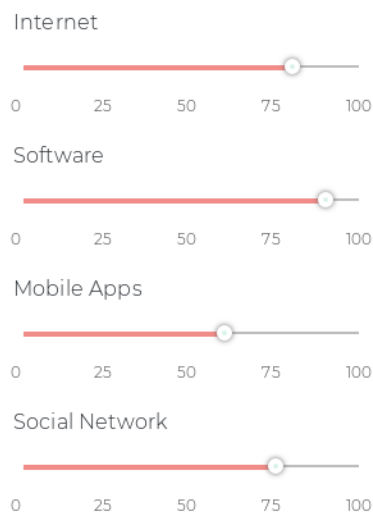
### Motivations

- To monitor weekly study load
- To list all incomplete assignments
- To monitor number of watched recordings
- To compare learning efforts for different subjects
- Being able to see how many discussion posts have been read

### Frustrations

- Miss discussion posts
- Need to regularly check updates for all subjects
- Identify Learning efficiency
- Identify weakness
- Identify learning progress compared to other students

### Technology



### Quote

“  
Learning without reflection is a waste  
”

### Channels



NAME

Dorothy Smith

MARKET SIZE



5 %

TYPE

Guardian



## Goals

Maximizing the value from her university degree in the most time-efficient way.

## Background

Dorothy is a mature-age student. She is awkward with technology and often finds it confusing.

Dorothy was unable to attend university and graduate from a degree at a younger age due to financial reasons. Dorothy is much older than the typical student and as she has learnt from her the mistakes of her younger self, she is motivated to excel in her degree. She is trying to maximize the value of her degree for both time and financial reasons. As she has children, she has a desire to be efficient with her study time.

## Demographic

Female 45 years

United States

Married

University Student

## Motivations

- Desire to maximize learning value through software tools
- Needs an easy way to be informed about interaction with the LMS
- Does not want to stress about missing out on canvas LMS features
- Wants simplified options as she does not like looking at dense information

## Frustrations

- Not proficient with technology, and requires an easy-to-navigate UI
- Security concerns about technology/software
- Finds the current canvas LMS confusing due to the many options, and is worried she is missing out on features

## Skills

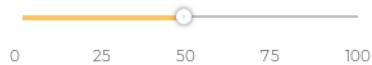
Internet



Software



Time management



## Quote

*"I've learnt from my younger self and I'm hoping to get the most out of my university studies as possible."*

## Channels



NAME

⋮ **Mason Williams** ↺ ✎

TYPE

**Rational** ⓘ



⋮ **Demographic**

♂ **Male** ⚙️ **48** ↕ **years**

📍 **Australia**

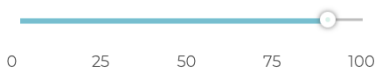
**Married** ▼ ⚙️

**Lecturer**

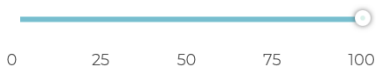
+ ADD FIELD

⋮ **Technology**

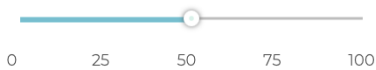
Internet



Software



Social Network



+ ADD SKILL

⋮ **Goals**

Motivate students and promote learning. To make Canvas a better place for students and improve students' learning experience.

⋮ **Background**

Mason is a CIS lecturer. He uses Canvas extensively in helping him to deliver his subject contents.

Mason thinks the Canvas is lacking some features. For example, it doesn't show how much time that the student has spent on each subject, it also doesn't remind you of your progress on the assignments and quizzes.

⋮ **Motivations**

- Wants to maximize students' learning experience
- Desire to let students' know how they are progressing
- Would like to give students' active learning feedbacks

⋮ **Frustrations**

- There are always students who forget to hand in their assignments before the deadline.

⋮ **Channels** ⚙️



⋮ **Quote**

“  
*Having the entire world's resources right at your computer yet not using them is like having a body without a brain.*  
”