

Michael Thompson's persona | PersonaGenerator

Michael Thompson

Age: 24–28

Residence: Off-campus apartment in Columbia, SC

Education: Graduate student in Computer Science

Occupation: Graduate assistant / research associate

Marital Status: Engaged

Michael spends much of his time conducting research and attending online seminars. He frequently connects remotely to university servers and uses the WiFi in labs and lecture halls for data uploads.

Comfort With Technology

INTERNET — Expert

SOFTWARE — Expert

MOBILE APPS — High

SOCIAL NETWORK — Low

Criteria for Success:

Michael's success depends on maintaining productivity and connectivity for his research work, ensuring that network downtime doesn't interrupt his experiments or collaborations.

Needs:

Needs reliable, high-speed WiFi for research uploads and coding projects.

Needs an official way to report technical issues to IT.

Wants:

Wants to see more transparency in how WiFi issues are tracked and resolved.

Would like to contribute feedback to improve the system.

Values:

Innovation, accountability, and problem-solving.

Fears:

He fears losing research progress during uploads or meetings and worries that technical issues could delay his academic milestones.