

John Doe's persona | PersonaGenerator

John Doe

Age: 18–22

Residence: Columbia, SC

Education: Undergraduate/Graduate student

Occupation: Part-time job outside of school

Marital Status: Unmarried

John is a busy student who moves between multiple buildings on the USC Columbia campus for classes and activities. He depends on campus WiFi for submitting assignments, checking updates, and staying connected throughout the day.

Comfort With Technology

INTERNET — High

SOFTWARE — Medium

MOBILE APPS — High

SOCIAL NETWORK — High

Criteria for Success:

John is successful if he performs well in school, earns enough from his part-time job, and achieves his personal goals.

Needs:

Needs to be able to complete his work on campus.

Would like to connect to social media on campus as well.

Wants:

Would like a convenient way to access the internet quickly.

Wants to see the connectivity across campus improve.

Values:

Time management and making the most out of his life.

Fears:

He fears one of his submissions won't go through because of poor WiFi and he won't get credit for his work.

He also fears missing urgent messages or texts because of shoddy connectivity.