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|  | **USER PERSONA**  *Summary quote: ""*  Name: Aine Kinsella  Age: 19  Role: Student in ITT | Biography and daily life   * Aine lives with her Mam, Dad and 3 siblings who are all younger then her * Aine enjoys going for coffee with her friends after college. * She lives in Carpenterstown in Dublin 15 * She mostly travels by bus and luas to attend college and work. * Aine loves walking her dog and spending time with family. Every Sunday they go to the beach together. |
| User demographics   * Aine is currently studying in her 3rd year in ITT * Aine is working in a shop on grafton street part time with college. * When she has time she likes to go to marches in her local area for veganism. |
| What changes would they like to see to the college now that it is part of a University?   * Socilising with other people from the colleges to meet new people * For us to have more opportunites to get the best education we can. * New student cards that have the TUD logo * Library open later like other universities. * Have breakfasr for longer in the day. | | What facalities would they use most in their college   * The gym * The student information desk * The canteeng * College printer * Vending machine |
| What new socities would they like to see in the new TUD?   * A mental health society where students meet up and discuss how important mental health is and how we can all help each other. | | How do they feel about their college website?   * Update and easy to use * Easy to access moodle and informtation on holidays and bank holidays. |

A good persona includes most or all of the following seven elements:

1. Persona goals - concrete objectives.  
2. Persona demographics - age, place, role name.  
3. Persona pain - frustrations, concerns, barriers, challenges.  
4. Persona media & device preference - most used sources or devices.  
5. Persona image – photographic impression  
6. Persona role & responsibility - reports to, seniority on job.  
7. Persona biography - narrative of daily life or past events.