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|  | **USER PERSONA**  Name: Andrew Cregan  Age: 25  Role: Student in ITB | Biography and daily life   * Andrew lives with his Mam and Dad and 2 older brothers. * Andrew enjoys going to the gym with her friends. * He lives in Castleknock in Dublin 15 * He mostly travels by car to college or sometimes gets a lift from his parents. * Andrew does not have a job at the moment but is currently looking. |
| User demographics   * Andrew is currently studying Creative Digital Media in ITB. He is in his 2nd year. * He does not have a job at the moment but is hopping to find one soon for Christmas. * Andrew loves drinking and going out with friends. Most weekends he spends in town. * He does not have any intrest in politics. |
| What changes would they like to see to the college now that it is part of a University?   * Andrew would like to have accesses to all the college libaries and gym so if he gets a job in town he can study or work out after wards. * He would like their to be a bar on campus like most Universties. * He would also like more nights out planned with the both colleges so he can meet more people from different areas and socalise. * He would like the shuttle bus to run through castlekkock * He would also like the canteen to serve food longer than 3pm. | | What facalities would they use most in their college   * The canteen * The college printers * The gym * The Mac labs * The college libary |
| What new socities would they like to see in the new TUD?   * Andrew would like to see a filming society as he has heard there is one in DIT and would be very intrested in joining. * He would also like a fashion society. | | How do they feel about their college website?   * Andrew thinks that the ITB website is very out of date. He hopes that now ITB will becoming TUD that they will udate their website. He finds it very hard to access information. |

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.