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|  | **USER PERSONA**  Name: Meda Ciruzu  Age: 20  Role: Student in DIT | Biography and daily life   * Meda lives with her Mam and Dad she is an only child. * Meda enjoys going to the gym with her friends. * She lives in Blancharstown in Dublin 15 * She travels by car to attend college and work. * Meda going for a run with her Mam. She is really into fitness and goes to the gym 5 times a week. |
| User demographics   * Meda is currently studying in her 2rd year in DIT. She is studying engineering. * She is currently working in the lesuire plex in blancharstown shopping centre. * Whenever she is not working or in college she is usually in the gym or at one of her yoga classes. * She has no intrest in politics. |
| What changes would they like to see to the college now that it is part of a University?   * There is not much that she would like to change as she likes almost everything about the college and wants most things to stay the same. * She excited to be recongised as a University student for jobs in the future. * She would like the library to be open on a Sunday like other universites | | What facalities would they use most in their college   * The gym * The college computers * The canteen * College printer * Pool * The sound editing room as she is part of the DJ society. |
| What new socities would they like to see in the new TUD?   * She is pretty happy with the societys at the moment but she thinks it would be good if each society from the different campses met up once a month. | | How do they feel about their college website?   * She loves her college website and hopes it does not change too much as she is already farmilar how 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.