



GROUP NAMES:

DATE #:

Product Name	
Username: Stu Dent	User Background & Bio
<p>Create a sketch of the user</p> 	<p>(Identify demographics – such as age, gender, etc. – plus other relevant information – such as job title or user role.)</p> <p>Age - 21 Gender - Male Major - Accountant User role - Student user / attendee</p>
Key Motivators	Frustrations / Challenges
<p>(What motivates the user)</p> <ul style="list-style-type: none"> • Getting the thinker badge • Learning skills • Involved on campus • Resume booster • 	<p>(What frustrations/challenges does the user face)</p> <ul style="list-style-type: none"> • No sense of progression • Lack of knowledge of events • Hassle of attendance
User Goals	Needs and Expectations
<p>(What is the task they are trying to complete)</p> <ul style="list-style-type: none"> • Easy to use / sign up • Easy way to view progress • 	<p>(What are the user's needs and expectations)</p> <ul style="list-style-type: none"> • Mobile use • Quick experience • Simplistic

GROUP NAMES:

DATE #:

Product Name	
Username: Dean Sue	User Background & Bio
<p>Create a sketch of the user</p> 	<p>(Identify demographics – such as age, gender, etc. – plus other relevant information – such as job title or user role.)</p> <p>Age - 45 Gender - Female</p> <p>Job title - Professor of Jolt</p> <p>User role - Admin</p>
Key Motivators	Frustrations / Challenges
<p>(What motivates the user)</p> <ul style="list-style-type: none"> Teaching students about ent. encourage students to go to events . 	<p>(What frustrations/challenges does the user face)</p> <ul style="list-style-type: none"> Not enough student participation Difficulty tracking student progress
User Goals	Needs and Expectations
<p>(What is the task they are trying to complete)</p> <ul style="list-style-type: none"> Tracking student attendance to reward them Display student progress 	<p>(What are the user's needs and expectations)</p> <ul style="list-style-type: none"> Needs way to mark students attendance Way to compile multiple students Wants to broadcast progress to individual students Wants a webpage / access point