Personal Planning App Personas

By: Michael Derby and Brian Pluchinsky

Michael Derby

> *"You miss 100 percent of the shots you don't take - Wayne Gretsky"*
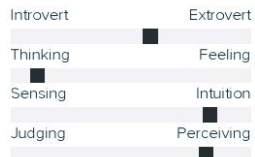> *Michael*

Age: 23
Work: Student
Location: Harrisonburg, VA
Character: Student

Personality

Introvert ——————————— Extrovert

Thinking ——————————— Feeling

Sensing ——————————— Intuition

Judging ——————————— Perceiving

Hardworking   Active   Bad Time

Goals

- Be able to be successful in school so that he can graduate.
- Get more organized so he can procrastinate less.
- Would love to be able to keep up with a planner.

Frustrations

- Michael is frustrated with the fact that even though he works hard he sometimes gets behind in school do to lack of planning.
- He could easily fix this with a planner but it seems to still be a problem to keep up with.

Bio

Michael is a senior computer science major at James Madison University. He works very hard in his studies and receives decent grades but sometimes he falls behind and makes things harder on himself due to lack of planning and poor time management. He tries to keep up with a planner but sometimes forgets to check it or write important scheduling information down.
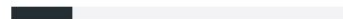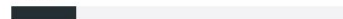
Motivation
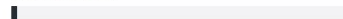
Incentive

Fear

Growth

Power

Social

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Enthusiastic **Helpful** **Tech Savvy**

Scholar

Goals

- Make sure students learn the most they can in his classes.
- Students have all of the class information.
- Students have everything they need to be successful in class as well as in life.

Frustrations

- Students not getting their assignments in on time.
- Students working hard but not being able to manage their time effectively.
- Students who ask questions about information that they already have.
- Sometimes runs late to class and has to rely on texting students in order to keep his classes up to date.

"Learning is essentially an artifact of relationship"

Age: 45ish
Work: College Professor
Location: Harrisonburg, VA
Character: Teacher

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Bio

Morgan Benton is an ISAT professor at James Madison University and teaches various classes. He is very technologically savvy and even maintains his own website to help keep his classes organized. Something that Professor Benton struggles with is keeping his students completely up to date on assignments and schedule changes. He could solve this if there was an app that he could instantly send each one of his students a schedule notification or assignment notification.
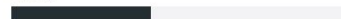
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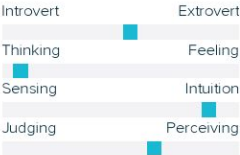
Referral

Guerrilla Efforts & PR

Dennis Pluchinsky

Investigative   Experienced   Intelligent

Goals

- Have his son graduate JMU
- Make sure his family is well off
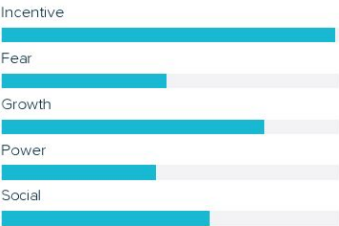- Help son to know when assignments are due

Frustrations

- Son missing assignments
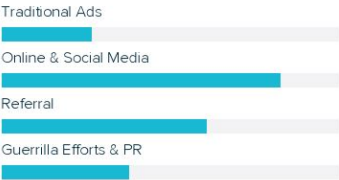- Son failing class
- Not having everything planned out

Bio

Dennis was in the military in his youth years working on missiles out in White Sands, New Mexico. After that he went to college at JMU studying about history and then became a government analyst for the past 20-25 years. His favorite sport is baseball and favorite team is the Yankees, but he enjoys coming to every home JMU football game to see his old frat buddies from the good old days.

"Remember whatever bothers you now will mean nothing in 5 years."- Dennis

Age: 63
Work: Government Analyst
Location: Northern, Virginia
Character: Parent of student

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Perceiving

Motivation

Incentive

Fear

Growth

Power

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Preferred Channels

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In Conclusion...