Personas

Brainstorm

Brainstorming of the personas was most achieved during the client meeting on 2021-3-24 and the team meeting on 2021-3-30.

- The client is asking for an easy interface to navigate that is suitable for all users, no matter their skill with computers. This implies that there will be a user group that falls under the non-technologically skilled category.
- To cover the rest of the user-base, there should be another category for more technologically skilled users who will be able to navigate the end product more easily without much assistance from the product itself.
- The end product will be mostly used by professional teachers or course designers, who use the product to design and share learning units according to the framework. However, our client has identified that before widespread adoption of the creative learning unit framework (CLU), most users will be using the product to get their first taste of using CLU. Due to this, it is prudent to construct a persona for casual users interested in the CLU framework but otherwise do not have any professional reason to use the product.
- Our client has also identified a need to moderate the content of the end product. Such moderators will be interested in the CLU framework enough to actively participate in the CLU community. However, due to the nature of the product, it is highly likely that any moderators will fall under the professional, technologically competent user persona.

Justification

In accordance with these ideas, the following personas should be constructed:

- Professional, Non-technologically competent user
- Professional, Technologically competent user
  - The main userbases of the product itself are people who construct learning units professionally and would like to use a tool that facilitates the ease of constructing such learning units. However, this userbase is extremely large and diverse, and so it should be split by the technological competency of the users themselves. If a user is not technologically competent, they will likely require more handholding by the product than more competent users. This results in the two persona types having vastly different experiences in using the end product.

- Casual user with interest in CLU
  - Casual users will form a small part of the userbase. As the Creative Learning Units framework gets more popular, it is likely that more and more casual users who have some interest in teaching will use the tool to "test the water" of the framework. They will likely use the tool to either judge the perceived effectiveness of the CLU framework or to learn the basics of the framework itself.