Persona Examples Mock-Up

1. User Segmentation

To plan a design (both visual & internal process) we need to separate our users depending on their status with the college.

The attributes which determine what kind of persona will interact with can be categorized in the three following manners:

1. *Affiliated with the College as a Student* – This user will use the interactive blackboard as a means of information gathering (Finding a professor, his room number, etc…). This group mostly encompasses students who want to inform themselves more about the college.
2. *Affiliated with the College as a Staff/Faculty Member* – This user has more privileges than the average student and can edit his or her bio in the files in addition to viewing them. This group is comprised of the professors who review and edit their info displayed on the board, and different IT service staff who can access and edit the files for maintenance.
3. *Unaffiliated with the College* – This is a branch of different users which can still interact with the blackboard for viewing purposes, these users can be visitors, alumni, seniors, children, etc. Each of them can be a different persona.
4. User Profiles

The list of the most prominent users:

- Student

- IT Staff (may include non IT staff)

- Faculty

- Senior Users

- Visitors:

-Visitors/Tourists

-Potential Students & Job Applicants

-Children

-Alumni

-etc.

Student Persona

Persona Name: Guy McGyver

Persona Quote: “*College is the part of life when you perfect pretending you know what you’re doing*”

Persona Attributes: Resourceful, Technologically Adept, Possesses knowledge about the Campus ranging from clueless to well informed

Motivation: Achieve an Education Standard enabling his growth as a human being

Purpose: The Student’s desire to use our device is proportionate to his year level. Freshman students will use the board more frequently to gain information about professors and & staff, most important being their room number and their short bio. The more the student becomes accustomed to his college, the less his need to check the information on the board. But this depends on how frequently the information on the board gets changed/updated (new professors, staff & faculty move to another office, etc.)

Use Case - Student :

1. Scenario Description

Guy McGyver wants to find Floeser’s office number for some scheduled office hours. Nervous as a freshman can be, he wants to find out more about the professor’s background to prepare himself and get a glimpse of what to expect.

2. Actors

Guy McGyver – **Student**

3. Preconditions

The interactive board is turned on and has network access.

The Student has enough fine motor skills to use the touchscreen board.

4. Basic Flow

(Actual events, this needs to be written in)

5. Alternative Flow

(This will contain things what if the interactive board does not work, the power’s off, or the program (\*knocks three times on wood\*) crashes)

6. Key Scenarios

(This contains as it says, *key scenarios* when something goes wrong like if there is no internet connection or a meteor hits the server which immediately terminates the full functionality of the board to the user)

7. Post Conditions

7.1 Successful Interaction

Guy McGyver has successfully found about where Floeser’s office is located and his office hours. Additionally he found about the time when Floeser worked at a factory for security advice. He was satisfied with the application and left the premise.

**This could be \*one\* of the possible success situations**

7.2 Failed Interaction

The board explodes setting Guy on fire. His screams of agony open an inter-dimensional portal from which thousands of acid devils pour out to pave the way for Guorgoth’k the Unclean.

**We need to think about possible bad situations**

IT Staff Persona



Persona Name: Hansoff Wiedelblerger

Persona Quote: “*I keep up with modern technologies which each day give a chance to lead to ascension, but today, my biggest challenge was to connect a computer to a printer*”

Persona Attributes: Technologically apt, has a unique and different thought process, responsible, ready for critical situations

Motivation: Help other people who are struggling with technological obstacles and ensure the IT services operate smoothly

Purpose:

The IT Staff member has more freedom regarding the usability of the application – from viewing, editing and creating the data. This will enable him to provide tech support to those who do not possess these abilities. He will also care for the application's operating status (if it's turned on, displaying thing properly, has an internet connection). The responsibility is tied with the technological aptitude of the person, especially if he'll do changes to the database. The IT Staff member will edit, insert and delete writeable data in the application per request.

Use Case – IT Staff:

1. Scenario Description

Hansoff has received a request from a professor to change the info displayed on his tab. Hansoff receives the newly edited text and goes to change it into the database, so the application can update its source info.

2. Actors

Hansoff Wiedelblerger – **IT Staff**

Dr. Gregorinsky Gregory - **The Professor**

3. Preconditions

The interactive board is turned on and has network access.

The IT Staff member has received the final version of the edited text from the professor.

The professor is content with his changes and did not insert some SQL scripts into the text which will drop all the database tables.

4. Basic Flow

(Actual events, this needs to be written in)

5. Alternative Flow

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6. Key Scenarios

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7. Post Conditions

7.1 Successful Interaction

Hansoff successfully updates the background information of the professor. The professor exits the office, and interacts with the board checking his new information. He sees that it updated correctly and leaves with content.

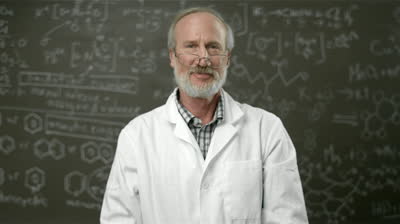
**This could be \*one\* of the possible success situations**

7.2 Failed Interaction

Hansoff accidentally deleted the professor's bio and has to recover it somehow. The professor is furious and adds another homework for his students.

**We need to think about possible bad situations**

Professor Persona



Persona Name: Dr. Gregorinsky Gregory

Persona Quote: “*Teaching is like encouraging life. Education creates wind for the wings to fly. More on page 338.*”

Persona Attributes: Respectable, Literate, Not so adept at technology but willing to learn, prideful (that is, he's proud of his achievements)

Motivation: To pass on his knowledge, watch others succeed due to his tutoring

Purpose:

The professor can use the interactive board to view any information displayed there, but because he is one of the subjects on the board, he may request to change any background information displayed. He has free reign over the text content as long as it is within some boundaries.

Use Case - Professor :

1. Scenario Description

Professor Gregorinsky has received yet another award as the longest living human to be able to teach courses. Noticing how other students and professor frequent the new awesome interactive board, he decides to pay the IT staff a visit to brush up his background info.

2. Actors

Hansoff Wiedelblerger – **IT Staff**

Dr. Gregorinsky Gregory - **The Professor**

3. Preconditions

The interactive board is turned on and has network access.

The Professor has finished his electronic version of the updated information.

The Professor has scheduled a meeting with the IT Staff member to go over his information or he just sent him an email with the updated document.

4. Basic Flow

(Actual events, this needs to be written in)

5. Alternative Flow

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6. Key Scenarios

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7. Post Conditions

7.1 Successful Interaction

The Professor submitted the document and the IT department updated his info. With joy, he went to the board to see how the final product looks like. The professor leaves the hall content.

**This could be \*one\* of the possible success situations**

7.2 Failed Interaction

The Professor realized he made several typos on his document and has to resubmit a revised document.

**We need to think about possible bad situations**

Visitor Persona



Persona Name: Joshua Blinkanowsky

Persona Quote: “*Just visiting! Wow this is exciting!*”

Persona Attributes: Curious, Unpredictable, Easily Impressed

Motivation: Visit the area around the college and marvel at the technological advances RIT is equipped with.

Purpose:

There can be many versions of a "visitor". It can be someone who isn't connected with the college or an Alumni. The goal is that they are intrigued by the interactive board and its displayed information and want to learn more about the professors or the campus. With the touch of a...well, *screen* all this is presented to them to their heart's content.

Use Case - Student :

1. Scenario Description

Joshua has heard about RIT before and is genuinely interested about it. While on his break from his journalist career, he snoops around the college grounds and finds the interactive blackboard. There he learns information about the professors, their office numbers and other campus related things.

2. Actors

Joshua Blinkanowsky – **Visitor**

3. Preconditions

The interactive board is turned on and has network access.

The Visitor has enough technical skill to work a touch screen.

4. Basic Flow

(Actual events, this needs to be written in)

5. Alternative Flow

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6. Key Scenarios

(This contains as it says, *key scenarios* when something goes wrong like if there is no internet connection or a meteor hits the server which immediately terminates the full functionality of the board to the user)

7. Post Conditions

7.1 Successful Interaction

Joshua has learned more than he ever hoped to. He leaves with a very positive image of the college to tell his colleagues at work.

**This could be \*one\* of the possible success situations**

7.2 Failed Interaction

Joshua is unsatisfied with the clunky design of the board, making finding information difficult. He leaves in *disgust* and a negative image of the college.

**We need to think about possible bad situations**

Senior Persona



Persona Name: Harold Stock

Persona Quote: “*But will the radiation from the screen affect my Osteoporosis?*”

Persona Attributes: Slow, Technologically Inept, Requires a lot more visual guidance

Motivation: Spend time wondering at today's gizmos the whippersnappers like to use.

Purpose:

This persona is a challenge as itself, we'll need to modify and design the application use so it suits to those who do not use technology on a day-to-day basis. Their purpose on the application use is that of any other, to perceive new information, but guiding these Senior citizen to a successful result is a invaluable achievement.

Use Case - Senior :

1. Scenario Description

Harold wants to stop by Gregory's office to catch up on their Great Wal-Mart War stories. He's too impatient to talk to the young blood at the reception deeming he would not get enough respect, he turns to the cold emotionless machine that is the interactive blackboard.

2. Actors

Harold Stock – **Senior**

3. Preconditions

The interactive board is turned on and has network access.

The Senior has his glasses on.

4. Basic Flow

(Actual events, this needs to be written in)

5. Alternative Flow

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6. Key Scenarios

(This contains as it says, *key scenarios* when something goes wrong like if there is no internet connection or a meteor hits the server which immediately terminates the full functionality of the board to the user)

7. Post Conditions

7.1 Successful Interaction

Harold finds the office number of Gregory due to the perfect design of the page and visual eye catchers. Satisfied, Harold leaves for the office of Gregory.

**This could be \*one\* of the possible success situations**

7.2 Failed Interaction

Harold cannot find the home page. Stuck in an eternal Limbo, Harold lives out his short days in the halls of RIT.

**We need to think about possible bad situations**