



Name: Cody Miller

Age: 24 School Year: Junior

Secondary Persona

Mostly satisfied with the primary persona's interface. Adjust the design to accommodate the secondary without disrupting the primary. (Cooper, 89)

Secondary Persona Narrative:

a synthesis of the most important details observed during research, relevant to this persona. (Cooper, 90)

Cody Miller is a 24 year old junior in college. A regular day for Cody begins by commuting to campus from his dorm 30 minutes away and arriving to class slightly late. He knows he never misses the actualy lecture so he is doesn't care.

In his classes he is not too fond of group work. It involves extra work for him to make sure his group members are at his level. He would rather work alone on projects so he can show off all his own work to the class. He doesn't have to waste time with anyone else and can just create what he knows will look the best. If everyone else's work dulls in comparison to his, he has

succeeded. When he finally gets around to doing his work he picks whatever assingment is due the next morning and begins working into the night. Even if he recieves variouse text and phone calls from his family he'll ignore it. They can wait. YouTube videos however, still manage to eat up a large portion of his time. It is usually hard for him to make any progress in his work and this is frustrating to him. Avoiding all-nighters doesn't come easy for him due to his poor planning but he continues to work until the motivation to stay awake and study fades away.



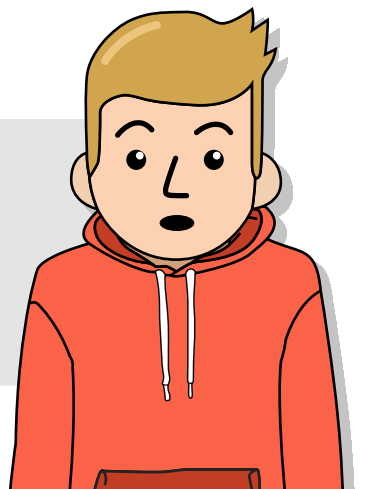
Frustrations:

- not sounding smart
- not getting work done
- forgetting assignments
- working on irrelevant topics
- being outdone in class
- shame from failure

Attitude:

- has a lack of motivation
- family time is a chore
- hates his poor plannig
- relevance is everything
- has to sound cool

**"I can't finish this on time...
I really didn't plan for this!"**



Life Goals: To be cool (respect or reverance from his peers, to sound smart)

End Goals: To plan long term by being motivated to create a schedule and stick to it

Experience Goals: To feel more satisfaction & joy in his daily life