



# Name: Katie Smith

Age: 22 School Year: Sophomore

## Primary Persona

*the main target of interface design. (Cooper, 88)*

### Primary Persona Narrative:

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

Katie is an honor student who excels at school and her job as a tutor. A typical day for Katie involves waking up early in the morning so she can make it to her first shift at the campus tutoring center. She usually likes to get there a bit early, so she can plan her day before clocking in. This is something she wouldn't be able to do without her trusty motivational planner which she references often throughout the day.

In between her three classes and multiple shifts at work, Katie finds time to help a friend prepare for her presentation, call her mom to talk about her week, and even catch up on some studying. When Katie

studies, she likes to take breaks to assess her progress. She struggles to find time to do much for herself and gets a little frustrated that she isn't able to make any progress on the book she's reading.

By the end of the day Katie is usually pretty tired, but she makes it a point to go to the gym and practice her dancing. By the time she makes it home, and despite this being some of her only free time for herself, she usually has to go straight to bed out of exhaustion from her busy day.



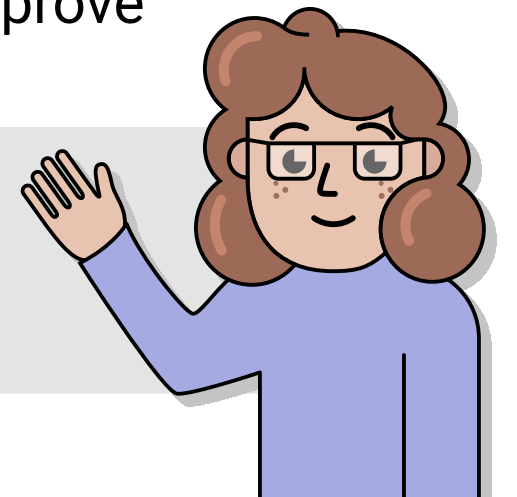
### Frustrations:

- scheduling in free time
- not meeting expectations
- disregarding health
- negativity from others
- too much stress
- not being motivated

### Attitude:

- hard working
- doesn't waste time
- cares about others
- wants to be outstanding
- constantly trying to improve

**"I want to be the best I can be while helping others!"**



**Life Goals:** To have a worthwhile career and a happy family

**End Goals:** To increase productivity by being more organized with her crowded schedule

**Experience Goals:** To regulate her stress and anxiety