Grace Lane, Hans Lidahl, Julian Worn

14 April 2023

Personas

Team 4

**Name:** Jane Doe

**Age:** 15

**Residence:** Seattle, WA

**Internet experience:** Advanced

**Average time online:** 12hrs/day

**Device(s):** iPhone, MacBook

“I love how easy it is to find information online, but the amount of information is overwhelming.”

Jane is a high school student who has no prior experience with crocheting. She and her friends want to start a crocheting group, but they don’t know where to begin. Jane turned to the internet to provide information to get started, however, she became overwhelmed with the intimidating wealth of information available online. It was really difficult for her to distinguish pertinent information from all the unnecessary details for a beginner. She got frustrated and gave up on searching for anything. Jane’s older sister is an advanced crocheter, but she doesn’t have time to teach Jane and all her friends. She showed Jane The Yarn Society website, which she is a member of, and demonstrated how easy it is to navigate. Jane showed her friends and with the accessible information from the website, they went to the craft store and got all the necessary equipment for their first project. She loves the forums where she could get feedback on her projects and learn helpful tips from advanced crocheters.

**Name:** John Doe (no relation)

**Age:** 56

**Residence:** Everett, WA

**Internet experience:** Intermediate

**Average time online:** 10hrs/day

**Device(s):** iPhone, iPad, PC

John Doe is a father of two and lives with his wife in suburban Everett. His kids have moved to a different city to attend college and graduate school. John works full-time at Microsoft as a software engineer. After a long stressful day of staring at a laptop, in the evenings he enjoys sitting down and knitting while his wife reads a book. He started knitting 5 years ago when his kids moved away, because he had more free time in the evenings. Picking up a new hobby helped him to maintain a good work life balance and he has already achieved an intermediate level in knitting.

Like a typical computer scientist, he is very ambitious about everything he does, so he wants to expand his knitting knowledge. Unfortunately, his wife and his friends are not into knitting. That’s why he searched for a community online that he could talk to about his projects and learn new things. He found The Yarn Society website and fell in love.

John spends eight hours a day at a desk in front of a computer, so he finds he prefers to stay off his devices when he’s home as much as he can. That’s why he loves The Yarn Society website so much. He can navigate it super easily and quickly to minimize his time online. He appreciates a webpage that is dedicated to one topic and is free of distraction. John utilizes the forums often to display his projects and see others’ and talk with other knitting lovers.