

**ASSIGNMENT COVERSHEET**

<b>UTS: ENGINEERING &amp; INFORMATION TECHNOLOGY</b>		
<b>SUBJECT NUMBER &amp; NAME</b> 31260 42017   Fundamental of Interaction Design	<b>NAME OF STUDENT(s) (PRINT CLEARLY)</b> FARABI YAFIE	<b>STUDENT ID(s)</b> 14458044
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<b>NAME OF TUTOR</b> Shamim Hajnasnemi	<b>TUTORIAL GROUP</b> group 1	<b> DUE DATE</b> 30/03/2025
<b>ASSESSMENT ITEM NUMBER &amp; TITLE</b> Persona Draft		
<input checked="" type="checkbox"/> I acknowledge that if AI or another nonrecoverable source was used to generate materials for background research and self-study in producing this assignment, I have checked and verified the accuracy and integrity of the information used. <input checked="" type="checkbox"/> I confirm that I have read, understood and followed the guidelines for assignment submission and presentation on page 2 of this cover sheet. <input checked="" type="checkbox"/> I confirm that I have read, understood and followed the advice in the Subject Outline about assessment requirements. <input checked="" type="checkbox"/> I understand that if this assignment is submitted after the due date it may incur a penalty for lateness unless I have previously had an extension of time approved and have attached the written confirmation of this extension.		
<b>Declaration of originality:</b> The work contained in this assignment, other than that specifically attributed to another source, is that of the author(s) and has not been previously submitted for assessment. I have rewritten any material provided by AI or other nonrecoverable sources and where appropriate acknowledged their contribution. I understand that, should this declaration be found to be false, disciplinary action could be taken and penalties imposed in accordance with University policy and rules. In the statement below, I have indicated the extent to which I have collaborated with others, whom I have named.  No content generated by AI technologies or other sources has been presented as my own work and I have rewritten any text provided by AI or other sources in my own words.		
<b>Statement of collaboration:</b>   Signature of student(s) _____ Date 28/03/2025		

**ASSIGNMENT RECEIPT**

To be completed by the student if a receipt is required

<b>SUBJECT NUMBER &amp; NAME</b>	<b>NAME OF TUTOR</b>
<b>SIGNATURE OF TUTOR</b>	<b>RECEIVED DATE</b>

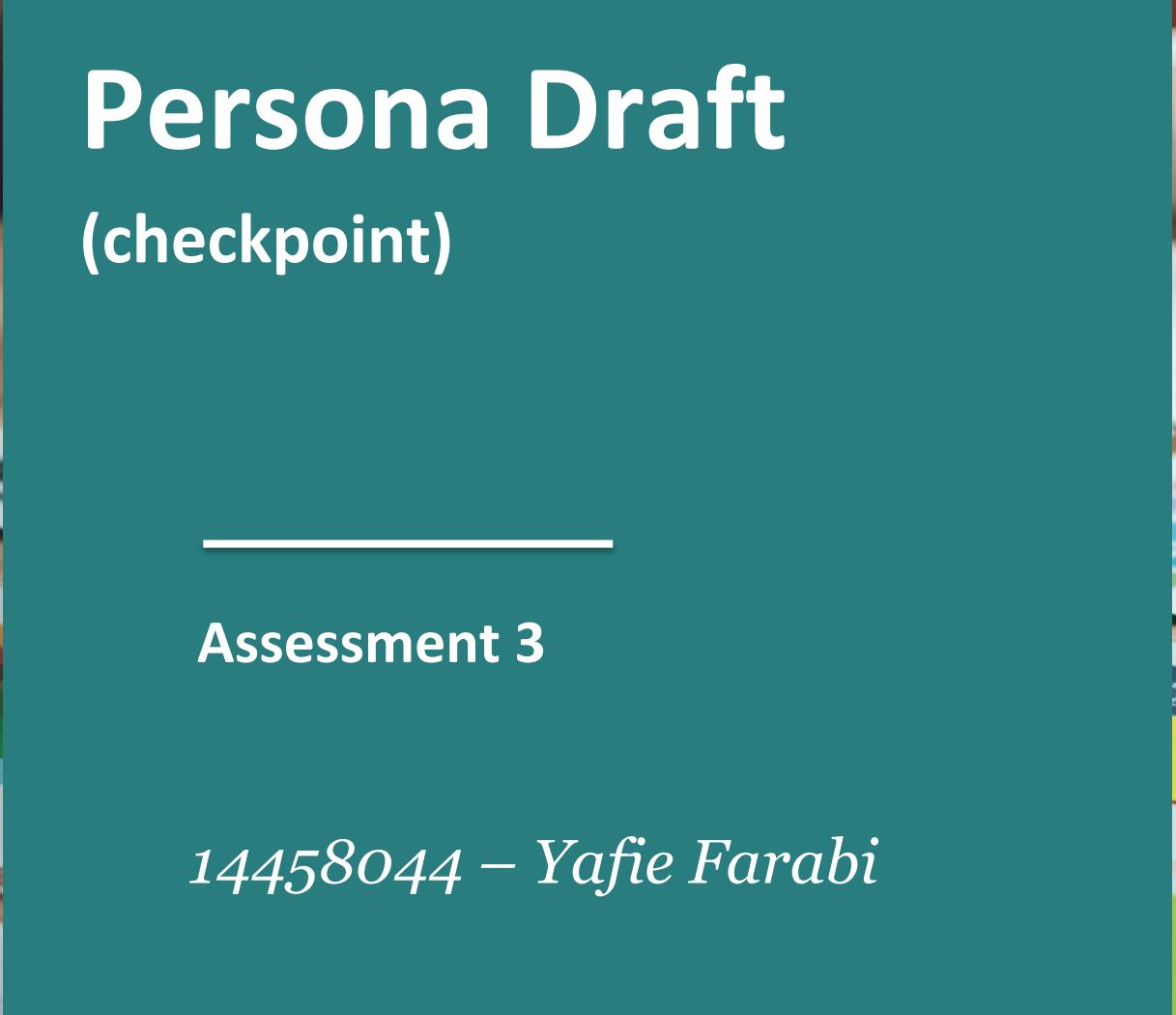
# Persona Draft

## (checkpoint)

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Assessment 3

*14458044 – Yafie Farabi*



# Explanation

This is an ungraded but required checkpoint for your individual contributions towards the **group Persona task**, part of the **Assessment Task 3 Design Project**. The timely completion of your persona draft is essential to the successful completion of both your individual and your group's assignments in this project.

This submission should include the following elements:

1. A screenshot of the group's finished affinity diagram (AD)
2. A bullet point selection of reference insights (from your group's AD themes) that you either used to:
  - prompt Microsoft Copilot 365 to suggest a persona draft (text only), OR
  - inspire the persona draft you made yourself
3. YOUR persona draft based on your reference insights

**See Canvas / Assignments / Persona Draft for all the details of this task submission.**

# Part 1: Group's Affinity Diagram

**NOTE:** The group Affinity Diagram was started in Week 5 tutorial and completed after class.

Paste screenshots of your group's finished **Affinity Diagram (AD)** below; you can also paste details of it (i.e. cropped sections). You may paste instead a link to your group's Miro Board, as long as this shows the final version of the AFFINITY DIAGRAMMING (ensure your tutor has full access to it; e.g. share without a password or provide the password here).



<https://miro.com/app/board/uXjVINuMpcY=/>

## Part 2: Reference Insights

**NOTE:** This is YOUR selected insights drawn from the completed AD process to serve as starting points for your individual Persona Draft.

**Please, check either of the following boxes:**

- I am creating my Persona Draft using Microsoft Copilot 365 suggestions for inspiration  
 I am creating my Persona Draft directly using my insights for inspiration

Include a brief bullet point list with selected reference insights from your group's Affinity Diagramming process. You can include content from post-it notes, themes and headings, interview quotes, relevant demographic information, or short sentences with your insights.

### 1. Physical Well-being Issues (Posture & Movement)

- Sitting for long hours leads to body stiffness, cramps, and poor posture.
- Lack of physical activity due to prolonged study/work sessions at home.
- Feels exhausted from sitting all day but struggles to take breaks.
- Finds it hard to switch between study and relaxation mode since both happen in the same space.

### 2. Mental Well-being & Productivity Struggles

- Feels mentally exhausted due to university assignments and work.
- Struggles with scheduling and balancing work/study/social life.
- Feels guilty when taking breaks, leading to stress buildup.
- Constant pressure to be productive, making it hard to disconnect.

### 3 Social Well-being & Isolation

- Feels disconnected from peers due to online study.
- Collaboration in online classes was difficult and led to loneliness.
- Longer isolation makes it harder to reach out to others.
- Lack of casual conversations due to remote learning setup.

### 4. Relevant Demographics

- University students (aged 20-24) balancing study and work.
- Struggle with scheduling and productivity at home.
- Experience health issues from lack of movement.

## Part 3: Persona Draft

**NOTE:** You may use a separate page and change its orientation, if needed.

Paste a screenshot of your persona draft below, making use of the whole width of the page (we want to be able to see details in your work).

# Customer Persona

## Customer Profile



### Alex Johnson, 22

Gender	Female
Marital Status	Single
Children	None
Occupation	University Student
Expertise	Psychology Major

### User Problem:

"I feel constantly exhausted from my workload, yet isolated because I miss interacting with my friends."

### Short Bio

Alex Johnson is a 22-year-old psychology major who spends most days juggling online classes, assignments, and trying to maintain a social life. She often feels overwhelmed and mentally exhausted.

Despite her busy schedule, Alex values her education and is determined to succeed. However, the lack of social interaction and physical strain from sitting for long periods affect her wellbeing.

#### Goals:

- Manage academic workload effectively.
- Stay motivated and focused while studying at home.
- Maintain a balance between studies and personal life.

#### Needs:

- Regular breaks to avoid physical strain.
- Social interaction to combat loneliness.
- Effective time management tools.

## Customer Personality

### The Delights:

- Joys: Learning new concepts, spending time with friends, reading, and painting.
- Motivations: Desire to excel academically and build a successful career.
- Hopes and Desires: Balance between studies and personal life, staying connected with friends.

### Character:

- Personality: Diligent, ambitious, empathetic, resilient.
- Behaviour: Organized but struggles with time management.

### Technology:

- Technology Use: Laptop and smartphone for studies and social connections. Prefers digital tools for scheduling.
- Literacy and Preferences: Tech-savvy, comfortable with online platforms and applications.



Personal choices

### The Pains:

- Fears: Burnout and not keeping up with academic responsibilities.
- Frustrations: Lack of social interaction and physical discomfort from sitting.

### Habits:

- Routines: Online classes, study sessions, short breaks to stretch.
- Hobbies: Reading, painting, watching movies.

### life at home

- Home Environment: Small apartment near university, well-organized study space but can feel isolating.



Tools



Products

Objects