# Exercise 1: Persona

|  |  |
| --- | --- |
| **Trait** | **Description** |
| **Persona’s name**: | **Happy traveler** |
| **Photo of person** |  |
| **Demographics:** |  |
| Age | 20-99 |
| Highest Educational level | 8th grade. |
| Marital Status | Single, married, divorced, widowed. |
| Annual Income persona earns | Ranging from 5,000 to 100,000 dollars a year |
| Description of family with whom persona lives or on whom persona depends (or that depend on persona). | Tends to live in a family setting of at least three people excluding the persona |
| Family Income | Average income of 49,000 a year |
| Ability to Learn | Tends to have trouble learning mathematical equations. |
| Other pertinent information | N/A |
|  |  |
|  |  |
| **Behavioral Variables** |  |
| Occupation | Lower level employee |
| Hobbies/Primary Interests | Likes to travel and be socially active. |
|  |  |
| **Media/Information Usage** |  |
| Primary sources of information (e.g., newspapers, TV, radio, Internet, books | Internet and TV. Newspapers are dead, same with books. |
| List types of information that interest persona | Going out and having fun such as going to six flags |
| Ways persona communicates with friends & family | By texting other on the phone and by email |
| Ways persona communicates with co-workers | By email |
| Ways persona communicates with people with similar interests | By email and face to face contact |
| Other information about media/information usage | Uses the phone only when using texting is not getting the point across |
|  |  |
| **Device Usage – Include product names & link to product websites** |  |
| Computers or other technology that persona uses for personal use | Uses laptop at home rather than pc |
| Mobile devices, such as cell phones, PDAs, etc., for personal use | IPhone and android phones. Some iPad tablet PC’s. limited use of Kindle |
| Computers or other technologies that persona uses at work | Windows desktop. |
| Mobile devices that persona uses at work | Laptop. |
| Degree of competency with computer & communication technologies – include years of experience using each technology | Has an average degree of competency. Although hates learning new things within technology. Has an average of 15 years of using technology |
| Comfort level with computers & communication technologies | Likes to use computers to browse for interesting topics such as travel tips |
| Average number of hours per week persona uses a computer | 9. 7 of those hours are on facebook playing Farmville while liking other people’s comments. |
| Average number of hours per week persona uses mobile technology | 14 hours. Checking and sending text messages |
| Average number of hours per week persona uses the Internet | 10 hours uses iphone and other mobile devices while waiting in line to access facebook or play games such as tetris. |
| Websites the persona uses for personal/hobby/interests/connecting to others with similar interests– average number of hours per week on each | Facebook- 7 hours  Online banking- 10 minutes  Google/yahoo email- 40 minutes  Hulu.com – 1 hour (varies) . |
| Computer programs that persona uses on a regular basis – average number of hours per week on each | Firefox/chrome/IE – 9 hours. Mostly to be on facebook. |
| Other technologies – digital cameras, etc. | Uses digital cameras with video support. |
| Additional information about persona’s use of technology | Likes things to work quickly, giving them quick access to content that they desire. Short attention span of 15 minutes when not on facebook. |