For each country:

# Make user matrix- (Use Hofstede Ideas for Each)

### Brazil

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Range** | low | medium | high | NA |
| **Experience level** | Inexperienced | Moderate experience | Experienced | Not applicable |
| **Score system** | 1 | 2 | 3 | 0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **User Group** | **English Fluency** | **Travel Experience** |  | **Intended frequency of use/travel to Ireland** |
| University students | Students looking for breaks | Medium | Low |  | Low |
| University students | Students looking for single day activities | Medium | Low |  |  |
| University students | Students looking for activities related to field of study | Medium |  |  |  |
| International Students | Students on Gap Year in Ireland | Medium |  |  |  |
| International Students | Students on Gap Year in Europe |  |  |  |  |
| International Students | International students studying full-time in Ireland | High |  |  |  |
| University students (research) | Students looking for information about a city | Low | NA |  | NA |
| University students (research) | Students looking for information about an attraction |  |  |  |  |
| Non-student young adults | Young adults looking for breaks |  |  |  |  |
| Non-student young adults | Young adults looking for single day activities |  |  |  |  |

# User Personas

Create user persona for primary users – University Student based on matrix input above:

Nicole Manes Borges



Age: 20

Academia: Geology student – 3rd Year

Country: Brazil

Nicole is a geology student in her 3rd year in São Paulo. Nicole has been studying English since she started university and feels English is important for a career. Etc.,,,,,

# User Stories

Make about 10 tasks based on user groups (main primary and secondary) from your country – make sure the user matrix is reflected in the user stores

* As a \_\_\_\_\_\_\_\_\_ I want to \_\_\_\_\_\_\_\_\_\_\_\_\_ so that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

I will organize them for HTA diagram and task matrix. Then on Friday when we meet we can do design requirements and prototype.