

Proto-Persona



[Jimmy Cui]

- Age 26
- Digital System Security Engineer
- Master of Digital System Security
- From Honkong, China

NEED

- A security system can protect company data
- A cloud server to back-up the data

DAILY DUTY

- Monitor the company system to make sure it runs normally
- Back-up data to databases
- Help colleagues to solve IT failures

GOALS

- Protect company computers and databases from hackers
- Protect client's information
- Back-up business transaction

EDUCATION

- Master of Digital System Security in University of Wollongong
- Bachelor of Information Technology in University of Sydney

Name: Lee

Description:

Bachelor of Psychological
Science



Key message

- Internal student
- Age 25 – 34 female
- 35+ career hours and 20-35 weekly working hours

Personal Profile

Lee is an Australian domestic student studying full time Bachelor of Psychological Science in CDU Casuarina campus. She has passed all units until now and achieved a 5.4 GPA

User Goals

1. Keep study in Psychological science and maintain current GPA
2. Learn more practical knowledge in analysis people's psychology
3. Learn academic study skill and referencing

Business Objectives

1. Help users to find the service in their profession.
2. Help users to choose suitable service.
3. Generate more visitors

Personal Information

Profession

Location: Casuarina

Age 30

Hobbies Reading

Favorite TV Show: Modern family

Personality: Welcoming, friendly

Internet usage

Internet experience: normal

Primary Uses: study

Favourite Sites: google

Hours online per week: about 10 hours

Computer: windows surface

Study information

Current qualifications: Bachelor

Literacy: Experienced

IT Skills/knowledge: Basic office and email skills.