Rhody Radar User Persona Grid

Sketch Name 305 Soft Administrator Campus Event Administrator	**Pain Points/Needs** Inefficient methods to communicate upcoming events to the diverse student population. Overwhelming volume of event information from multiple sources making it difficult to maintain a centralized events calendar.
Demographic Info Age: 22-40 years Occupation: University Administrative Education: College Degree Tech-savviness: Moderate to high, with a willingness to adopt new technologies that streamline administrative tasks. Communication Skills: Strong interpersonal and communication abilities Problem Solver: Adept at identifying and addressing logistical challenges related to campus events.	**Solutions** Solution: Utilize the Rhody Radar app's centralized information hub and notification system to send targeted announcements and reminders to students, thereby streamlining event communication. For overwhelming event information volume: Solution: Implement a feature within the Rhody Radar app that allows for automatic aggregation and categorization of event details from various sources, such as club social media pages and university calendars, into one easily accessible platform.

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<u>Sketch Name</u> 305 Soft CEO	**<u>Pain Points/Needs</u>** Wants to ensure that the Rhody Radar application fulfills the needs of event and club organizers, along with the students. Wants to make methods of monetization non-invasive to the user experience.
<u>Demographic Info</u> Age: 20+ Gender: Male Lives : Near Kingston, RI Income: Medium-High Workday : Full Time CEO Tech Savvy: Is Tech Savvy	**<u>Solutions</u>** Surveying users to gauge their enjoyment of the app. Drawing inspiration from the monetization models of successful applications.

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<u>Sketch Name</u> Sophomore Student	**<u>Pain Points/Needs</u>** Exploring extracurricular activities at URI.
<u>Demographic Info</u> Age: 20 Gender: Male Lives : Campus Dorm Income: Low Workday : Full Time Student Tech Savvy: Is Tech Savvy	**<u>Solutions</u>** Using the Rhody Radar App he can find extracurricular activities at URI.

Rhody Radar User Persona Grid

Sketch Name	Pain Points/Needs
First-Year Student	Just joined URI for his first semester. Not familiar with how things work yet. Wants to get the most out of the URI experience, but does not know how.
Demographic Info Age: 18 Grade: URI Freshman Lives: Either with parents or in a dorm room with a roommate Income: Low/None Work day: Full Time Student Tech Savvy: Pretty tech savvy, but not overly so.	**Solutions** Provide Rhody Radar. Can access clubs, events, URI services. Everything he needs to know.

Rhody Radar User Persona Grid

Sketch Name Transfer Student	**Pain Points/Needs** Wants to find more opportunities to be more involved in URI life Not familiar with URI applications Wants to find different clubs to join and attend more URI events
Demographic Info Age: 20 Gender: Male Children: None Lives: Dorm on campus Pets: None Income: Low Work day: On campus library job three days a week Tech Savvy: Very tech savvy	**Solutions** Rhody Radar is a great solution for this student to learn about upcoming events and clubs because it is all in one place and he/she doesn't have to scroll through different applications to find opportunities on the URI campus, everything can be found on Rhody Radar!