

PERSONA SCENARIOS

TECH - SAVY SAM:

Sam is the anti-persona so he would never use the Incentivize App. He really wants nothing to do with social media so this App would not fit in with his goals well.

DISTRACTED DANIEL:

Daniel has a huge exam next week. He has his eyes set on his big vacation for spring break and knows his only hope of getting there is to ace this exam. Daniel's friends all pitch in to throw an end of the week party to motivate him on the Incentivize app. Throughout the week he updates his friends with his progress and after he leaves the exam feeling good about his studying, he gets to enjoy time with his friends and think about how great Cancun will be.

LONELY LANA:

Lonely Lana is feeling... well, Lonely ! It's only her second week at school but she has group projects for two of her classes. She has so much work to get done but realizes that she can probably reach out to her group members on the incentivize app to get their work done and have fun. At the next group meeting she gets everyone to download the app and they track each other's progress throughout the week and follow through with the incentive of grabbing a beer Saturday night after submitting their preliminary research. They were able to get work done and cash out on some much needed social time.

SUPPORTIVE SANDY:

Sandy just taught her first class of the semester. She's shocked at how awkward her students are when it comes to collaboration time. She knows that there are resources out there for people like her who want to see her students be supported and thrive. She stumbles upon the Incentivize app and adds the profile creation to next week's homework. Her students start supporting each other and eventually they end up making friends. The classroom environment that Sandy created with Incentivize is the envy of her fellow First year GSI students.

GO-GETTER GARRET:

Garret is a new business owner, he opened up his student only rock-climbing instruction only 2 semesters ago. He loves being able to get outside of the classroom, make money and get some exercise with a great group of people in beautiful Michigan. Garret struggles with knowing whether or not his students are practicing their technique throughout the week as well as fostering connections within the group to meet up outside of class time. He decides to require his students to download the Incentivize app to support each other's long term goals and report on their weekly solo practices. This creates an atmosphere that is friendly and exciting. Now some of his students even hang out outside of rock climbing thanks to the app.

TECH SAVY SAM

WHO IS HE?

AGE: 28

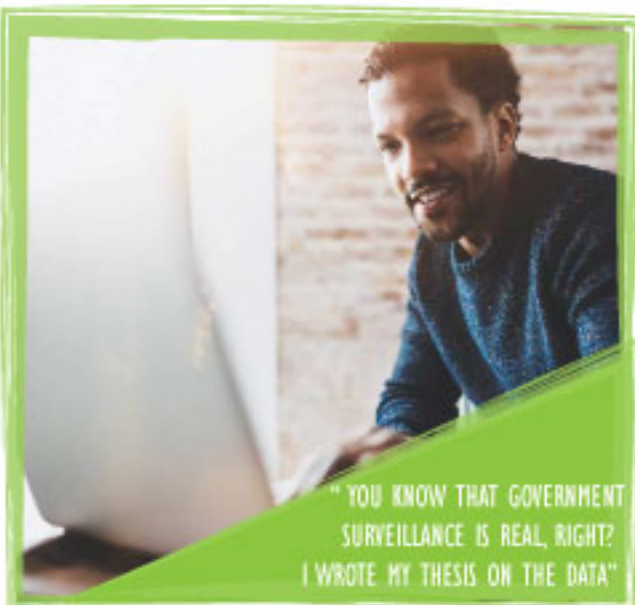
LOCATION: Ann Arbor, Michigan

EDUCATION: Current Doctoral Student

JOB: Robotics Researcher

MAJOR: Machine learning

PERSONA TYPE: Anti-Persona



"YOU KNOW THAT GOVERNMENT
SURVEILLANCE IS REAL, RIGHT?
I WROTE MY THESIS ON THE DATA"

BIO

Sam has a passion for computers. He loves all things technology and can code fluently in over 7 different languages. He works on projects independently and never in group settings. Some people would call him a lone wolf, but he actually enjoys learning from others. His intelligence in the tech field is almost unmatched so aside from his professors, he is always his own support system.

TOP GOALS

1. To continue to motivate himself
2. To make grad school friends #IRL
3. To Encrypt every piece of information coming and going from his PC

PERSONALITY

OUTGOING

FRIENDLY

GO-GETTER

EMPATHETIC

TECH

INTERNET

SOCIAL MEDIA

MESSAGING

TRUST

GENERAL USE

FRUSTRATIONS

1. Sam hates the idea of government surveillance, so being social on social media is something he avoids at all costs.
2. Sam is frustrated at his small circle of friends. His school work is so overwhelming at times that he loses touch with people very easily.
3. Sam is way too tech-savvy to get caught up in motivational gimmicks. He is his own best motivator and relies on noone else.

DISTRACTED DANIEL

WHO IS HE?

AGE: 21

LOCATION: Ann Arbor, Michigan

EDUCATION: Current Junior Undergrad

JOB: Student

MAJOR: Undeclared

PERSONA TYPE: Goal - Oriented



"MY FAVORITE PART OF
STUDYING IS CLOSING MY BOOKS"

BIO

Daniel is a current Junior at Michigan. He really wants to excel in his classes this semester because his parents told him that if his GPA is above a 3.4, they'll pay for his spring break trip. Daniel is a really social person and loves the fraternity that he joined to get involved outside of class. He has a large circle of friends that want him to go on this spring trip to Mexico because he is always the life of the party.

TOP GOALS

1. To pass his BIG end of semester Stats exam
2. To leverage his friend group for support
3. To still have fun and enjoy his time outside of the library

PERSONALITY

OUTGOING

FRIENDLY

LAZY

EMPATHETIC

TECH

INTERNET

SOCIAL MEDIA

MESSAGING

TRUST

GENERAL USE

FRUSTRATIONS

1. Daniel has a really difficult time motivating himself and staying on top of his school work
2. Daniel's fraternity house is a constant temptation because there are so many parties and mixers happening at all hours of the night.
3. Daniel is constantly using his phone to goof around on social media. Social media is keeping Daniel's face out of the books and into his phone.

LONELY LANA

WHO IS SHE?

AGE:23

LOCATION: Ann Arbor, Michigan

EDUCATION: First Year MS Student

JOB: Undergrad GSI

MAJOR: Bio-Chem

PERSONA TYPE: Engaging Perspective



BIO

Lana just moved to Ann Arbor and is eager to make friends. At home she has so many people who want to see her succeed at school. Lana is taking 15 credits and is so overwhelmed with the amount of work that she has each week. She has no time to be the social butterfly she once was because she wants to excel in all of the classes that she is taking this semester. Lana feels like she can't be social and productive.

TOP GOALS

1. To leverage her social circle at home for support while at school
2. To keep up her grades
3. To get involved with classmates with school work.

PERSONALITY

OUTGOING	
FRIENDLY	
ACADEMIC	
STRESSED	

TECH

INTERNET	
SOCIAL MEDIA	
MESSAGING	
TRUST	
GENERAL USE	

FRUSTRATIONS

1. Lana is unhappy with her new social situation at school. She wants to connect with other students on homework and research.
2. Lana wishes that she could find a way to connect and motivate her friends back home. The distance is a struggle for her.
3. Lana's program is only a year so she isn't looking to form deep friendships, but she always used to find getting work done when other people were around.

SUPPORTIVE SANDY

WHO IS SHE?

AGE:27

LOCATION: Ann Arbor, Michigan

EDUCATION: Doctoral Student

JOB: Graduate Student Instructor

MAJOR: Education

PERSONA TYPE: Role Based



BIO

Sandy is a happy go-lucky doctoral student who wants to bring new technology into the classroom experience. She knows that being a student is tough when it comes to staying motivated because she's been in school her whole life! Her students are all new to the area and she wants them to experience all that college life has to offer. She loves trying out new technology and collaborating with others.

TOP GOALS

1. To keep her students happy in coming to class
2. To provide a home away from home experience for international students
3. To use technology to provide a better classroom experience

PERSONALITY

OUTGOING	[REDACTED]
FRIENDLY	[REDACTED]
EMPATHY	[REDACTED]
CURIOUS	[REDACTED]

TECH

INTERNET	[REDACTED]
SOCIAL MEDIA	[REDACTED]
MESSAGING	[REDACTED]
TRUST	[REDACTED]
GENERAL USE	[REDACTED]

FRUSTRATIONS

1. Sandy is unsure how she is going to keep her students motivated outside of the classroom.
2. Sandy is frustrated with the support groups on campus for students. She knows that they could do better.
3. Sandy hates that her students feel uncomfortable during group activities. She thinks that if everyone tried to reach out and get to know one another more and be a support group... maybe their grades would get better !

GO-GETTER GARRET

WHO IS HE?

AGE:25

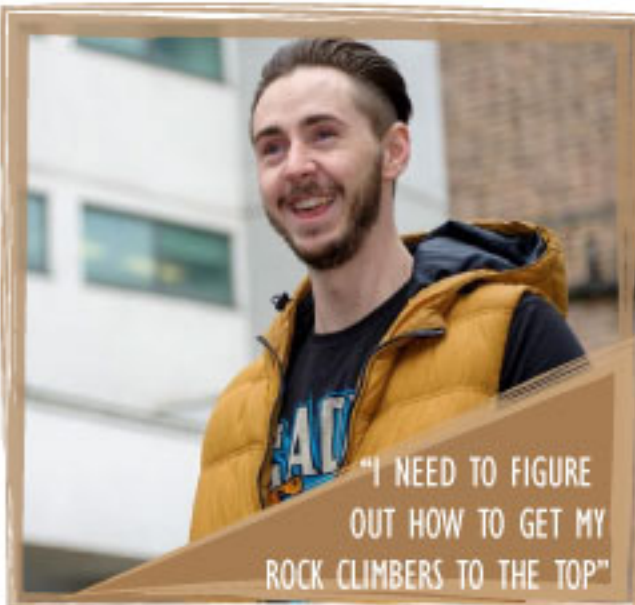
LOCATION: Ann Arbor, Michigan

EDUCATION: Masters Student

JOB: Freelance Rock Climb Instructor

MAJOR: Kinesiology

PERSONA TYPE: Role-Based



BIO

Garret just started his own rock climbing business for students. He is a student himself and understands the issues of task management and prioritization that come along with having fun and school. He relies on people working on their rock climbing skills outside of his weekly group climb classes. He loves the comradery that his students have when they're on the mountain, but needs to keep it going after they finish their sessions

TOP GOALS

1. To keep his student reaching new highs
2. To utilize some platform to keep his students motivating one another
3. To keep track of his students accomplishments.

PERSONALITY

OUTGOING

FRIENDLY

EMPATHY

ATHLETIC

TECH

INTERNET

SOCIAL MEDIA

MESSAGING

TRUST

GENERAL USE

FRUSTRATIONS

1. Garret loves his business. He is very frustrated that his students feel unmotivated to reach their goals
2. Garret thinks his students aren't taking advantage of the social opportunities they could be outside of class.
3. Garret only sees his students one time during the week. He relies on their word to know if they did or did not practice within the week. He thinks the lack of transparency is inhibiting progress for individuals as well as the whole of the class.