**Persona 1**

**Name:** Anne Gibson **Age:** 21

Anne is halfway through their studies at Victoria University of Wellington in New Zealand. She is a full-time student and works part time on the weekend at a retail job where she sells women's clothes. She is an outgoing person who enjoys spending time with friends and family. Whenever her study is on break she likes to get out of Wellington and visit other parts of New Zealand. She is a hard worker and uses every avenue available to help with assignments whether it’s other students or through lecturers and course coordinators. Her main uses of the LMS is submitting assignments, gathering information about her grades of submitted assignments & reading important notifications.

**Activities:** Anne uses the LMS to receive announcements, submit assignments & get feedback.

**Attitudes:** Anne is a positive student that enjoys university life but gets easily frustrated by technology.

**Aptitudes:** Anne is literate, numerate and completes all their work well ahead of deadlines.

**Skills**: Anne loves the outdoors and enjoys playing tennis.

**Domain Knowledge:** Anne has very little knowledge of the LMS and follows a set pattern each time she uses it.

**System Knowledge:** Anne does not know how the system works just how to get what she needs done.

**Interaction:** Anne interacts only when a new notification arrives or assignment is due or assignment marks are released.

**Priorities:** Anne wants to get the most out of his time at university - socially & academically.

**Motivations:** Anne uses technology to research her subjects and hopes to work in the outdoors.

**Computer self-efficacy:** Anne is not confident with technology and gives up and asks for assistance before researching herself.

**Risk tolerance:** Anne is happy to take a risk on new technologies but prefers familiar technology.

**Information Processing:** Anne does not look at the whole picture of a problem and instead will dive into the problem and take it one step at a time.

**Tinkering:** Anne is a Visual learner and will make notes with bright colours and pictures to help her understand problems.

Frustrations:

* One of her courses doesn’t use the LMS and it’s harder when everything isn’t in the same place.
* The LMS submission system isn’t easy to use and takes time to understand.

Goals:

* Easy to use LMS.
* Submit assignments
* Get announcements from course coordinators/lecturers.
* Get feedback/marks from assignment

**Persona 2**

**Name:** Bruce Wilson **Age:** 45

Bruce is a full-time professor at Victoria University of Wellington. He has a wife and two children. He is enthusiastic and thoroughly enjoys the subjects that he teaches. Bruce teaches first year course in basic algebra and a second year course in advanced algebra. Bruce is a confident lecturer and is able to convey his ideas effectively through many years of lecturing and learning from ideas and concepts that work. Bruce uses the Learning Management System primarily to make announcements and release marks he finds the system easy to use but struggles to get the students to use the system for anything more.

**Activities:** Bruce uses the LMS to make announcements and release marks.

**Attitudes:** Bruce a positive lecturer that enjoys teaching and communicating with his students.

**Aptitudes:** Bruce is intelligent, literate, numerate and is accomplished academically.

**Skills**: Outside of being a professor he enjoys programming.

**Domain Knowledge:** Bruce has full knowledge of what the LMS can do.

**System Knowledge:** Bruce knows how to setup many of the features the LMS has to offer.

**Interaction:** Bruce interacts with the LMS to gives announcements and release marks to his students.

**Priorities:** Bruce tries to give every student equal opportunities.

**Motivations:** Bruce enjoys teaching students and seeing them click and understand the topic.

**Computer self-efficacy:** Bruce is very confident with technology and quickly adapts and uses other resources to solve any issues.

**Risk tolerance:** Bruce is happy to take a risk on new technologies but prefers familiar technology.

**Information Processing:** Bruce looks at the whole picture of a problem and will take his time to solve it.

**Tinkering:** Bruce is a process-oriented learner - reads guides and online tutorials and asks for help from colleagues.

**Frustrations:**

* Cannot use a lot of the features as students will struggle.
* The LMS can be hard to use at times.

**Goals:**

* Easy and quick access to the LMS
* Meeting students’ needs
* Provide feedback and marks with ease.

**Persona 3**

**Name:** Daniel Little **Age:** 19

Daniel is a first year student at Victoria University of Wellington in New Zealand. He is interested in all aspects of Computer Science especially application development, he works hard for good grades and interacts with teachers as much as possible. Daniel is confident around technology and will often use online material to source his studies. He uses the Learning Management System to plan and organise his courses via the modules available which has helped him better plan his social life around his study obligations. His goal is to maintain this level of planning throughout his student life. He wishes more courses would use the LMS.

**Activities:** Daniel uses the LMS to organise and plan his courses at university.

**Attitudes:** Daniel a positive student that likes to be organised.

**Aptitudes:** Daniel is intelligent, literate, numerate and achieves high grades.

**Skills**: Daniel plays competitive video games while he is not studying.

**Domain Knowledge:** Daniel knows what the LMS has to offer and is has tailored his LMS for himself.

**System Knowledge:** Daniel knows how to use the LMS to organise everything about his courses.

**Interaction:** Daniel interacts daily with the LMS to ensure he is on track.

**Priorities:** Daniel wants to get the most out of his time at university - socially & academically.

**Motivations:** Daniel uses technology to work on his studies and prefers familiar technology.

**Computer self-efficacy:** Daniel is very confident with technology and quickly adapts and uses other resources to solve any issues.

**Risk tolerance:** Daniel is happy to take a risk on new technologies.

**Information Processing:** Daniel does not look at the whole picture of a problem and instead will dive into the problem and take it one step at a time.

**Tinkering:** Daniel uses online youtube videos & online tutorials to work through issues, he is happy to make mistakes as long as he is progressing.

**Frustrations:**

* Inconsistency of use; LMS is sometimes not used in other courses.
* Finds current method of communication: Email - Slow and wishes the LMS would provide a direct channel with his classmates and lecturers.

**Goals:**

* Easy and quick access to the LMS
* Effective communication with course coordinators and lecturers
* Plan and organise course efficiently.
* Use the resources of the LMS to excel in his field of study