**New Codington Festival Online Project Personas Pilot 2**

**Project:** New Codington Festival Online Project

**System:** Festival Event Registration System – Release 1 and Release 2

Table of Contents

[**AP 235 New Codington Festival Online Project Personas** 1](#_Toc316838433)

[**1.** **Overview** 2](#_Toc316838434)

[**2.** **PERSONA: VISITOR – John Doe** 2](#_Toc316838435)

[2.1 Description 2](#_Toc316838436)

1. **Overview**

This document contains personas in the New Codington Online Project. The persona provided here is a sample only.

1. **PERSONA: VISITOR – John Doe**

**2.1 Description**

John Doe lives in North Town and typically works the day shift from 7 AM to 4 PM, 5 days a week for a construction company. He has a wife, Janet, who also works, and two children, the youngest still in elementary school and the older one is in middle school. Both of the children are active outside of school and require shuttling around to various activities after school and in the evenings. The only free time John has is often after 8 or 9 PM. With the upcoming festival John is looking forward to a weekend of rest as his employer, a construction company is giving all its employees a paid holiday. Janet and their two children want to go to some events over the weekend. John has a PC at home with a high-speed connection to the internet. He's familiar with using an internet browser to access information, news and sports. John decides to go onto the site with Janet and see which events might be of interest. He doesn't want to spend too much time figuring out how to register for an event or getting confirmation that he has tickets for the event.

**2.2 Attributes**

|  |  |
| --- | --- |
| **Attribute** | **Attribute Description** |
| Age | 38 |
| Job Title | Construction Worker |
| Key Behaviors | • Away from home most of the day at work • Likes to use the web for news and sports • Away from home late afternoons and early evenings with family activities |
| Goals for using FERS | • Quickly search for events • Register for events with minimal effort |
| Most important values | • Able to register for events late at night • Quick confirmation of event registration |
| Least important values | • Availability of kiosks to register for events in New Codington |