

Personas

Persona 1: Raj Salamanca

Raj is an 8 year old primary school student who is a passionate fellow with a father who is in the UN. He is a natural explorer, and hopes to one day work with his dad to help eradicate global problems. At school he likes studying history, geography and maths, which the app helps combine those passions. Through using the App he likes to use the voice interface as he thinks this is a unique and different way to use an app. By being able to view simple comparative visualisations between countries he is able to get a better understanding of the world and his father's work by seeing the difference in countries.

Life goal: To work with his dad at the United Nations.

Experience goal: To feel like they are able to make a change in the world.

End goal: To gain a better grasp of world geography and knowledge about the world.

Activities: Raj enjoys hanging out with friends, playing football and reading about the world.

Attitudes: Raj doesn't know what he wants to do exactly, but working for the UN with his father sounds pretty good.

Aptitudes: Raj is a keen learner is excited to explore new things as much as he can

Skills: Raj is good at reading and understanding visualisations

Domain Knowledge: Raj doesn't know how to use a mobile phone for much other than the UN app.

System Knowledge: Raj does not know much about how the App works other than it listens to his voice.

Interaction: Raj will typically interact with the App on a weekly basis to view information about the world.

Priorities: Raj wants to ace his geography class.

Motivations: Raj wants to use the app to further his knowledge of international issues

Mobile self-efficacy: Since Raj is still young, he doesn't have too much experience with technology and is unaware of his confidence level but is keen to give anything a go.

Risk tolerance: Raj is keen to try anything and everything, not yet aware of the associated risks. He has a fairly long attention span for a young person so he is more likely to try again if something goes wrong.

Information Processing: Raj seeks out information if she needs it for an assignment or exam.

Tinkering: Raj does like to tinker and see what he can find and explore any extra interactions that may exist.

Persona 2: Timothy

Timothy is a University student who is currently majoring in Development Studies at Victoria University. He is a quiet and studious student, who is more of a follower than a natural leader. Due to his introverted nature, Timothy has spent most of his life indoors on his computer, and is therefore experienced with using different computer programs and interacting with online tools. As part of his assignment requirements, he needs to be able to compare the statistics of poverty in different countries. From this, he can understand more about the differences in inequality across different countries, and write his report on why these differences might occur.



Life goal: To complete his degree with a high GPA

Experience goal: To feel like he has enough information to write a good report

End goal: To find specific statistics regarding development in different countries

Activities: Timothy spends all of his time studying or browsing the internet.

Attitudes: Timothy is a very quiet person who prefers studying over interacting with others.

Aptitudes: Timothy is extremely diligent; making him a studious and capable learner.

Skills: Studying, quick learner, tech-savvy.

Domain Knowledge: Timothy has used many data visualisation tools in the past, and has been taught about the UN's sustainable development goals through lectures.

System Knowledge: Timothy knows exactly how to find the data he needs for his report through the application and is familiar with voice and gesture based systems.

Interaction: Timothy will use the application as his main source for gathering statistics, for his report.

Priorities: He wants to be able to quickly make comparisons between the countries he selects. He prioritises ease of use and efficiency.

Motivations: Timothy is determined to get the best grades possible for his assignment.

Mobile self-efficacy: Timothy is competent with any mobile system.

Risk tolerance: Timothy has a developed risk sense and is not phased by trying new things when encountering issues.

Information Processing: Timothy absorbs and seeks out all information he possibly can. He is willing to put in the time to find out how to use the app independently and play around with it to learn its intricacies.

Tinkering: Timothy likes to think outside the box and utilise new technology.

Persona 3: Janet Ardent

Janet Ardent is the Prime Minister of a country. She is in her early 40's and has recently been elected into power. Prior to this, she worked as an environmental and indigenous rights lawyer. Janet Ardent isn't really interested in the App itself, she is not fussed with using her voice and gestures as she sees the App as a quick provider of useful UN data and a way to get students more geo-politically aware. By using this App, she can hopefully push others to use it too, to aid in her efforts to eradicate poverty.

Life goal: To eradicate poverty in their country by 2030.

Experience goal: To feel confident that this goal is achievable.

End goal: To view poverty stats for their country.

Activities: Janet runs the country, but on the side plays Netball and roller skates.

Attitudes: Janet believes she must do what they can to improve society, and so tries her best to promote a fair and a just society for all.

Aptitudes: Janet is quite apt and intelligent, though can be quite overbearing with her political power when she wants to achieve her goals.

Skills: Janet is skilled at debating, analytics, socialising and leadership.

Domain Knowledge: Janet uses technology on a daily basis and is familiar with mobile apps but not speech interfaces.

System Knowledge: Janet is capable with the functionality of the app.

Interaction: Any day Janet has the ability to show and promote the app to students and campaigners as a way to spread information she will do it.

Priorities: Janet doesn't want to be bothered with all the fine details involving the app, she mostly wants a good overview to showcase its use without the advanced technicalities

Motivations: Using technology allows Janet to promote her political goals.

Mobile self-efficacy: Janet has been using mobile apps more and more in her adult life and is competent enough for his means.

Risk tolerance: Janet is partial to taking risks but only if the payoff is worth it. In the case of the app, since she doesn't care about the intricacies of the app too much, if she can't figure why something may not be working she may not investigate too much and move on with the rest of her busy schedule

Information Processing: Janet loves to think critically and analyse all information provided.

Tinkering: Janet is not a huge tinkerer, preferring to go along the tried and true method.

Persona 4: Karen Walker

Karen is a housewife in her mid 50's. Before she gave up working, she was a talented seamstress but has very limited skills with technology. She is the mother of two teenage boys, who she refers to as her 'greatest achievements to date', and wants to raise them to be respectful and humble. She wants to use the visualisation tool to learn more about inequality in the world, so that she can teach her sons to be grateful for what they have.

Life goal: To be the best mother she can be to her children.

Experience goal: To avoid feeling stupid with technology.

End goal: To have a better general understanding of inequality in the world.

Activities: Karen enjoys spending time with her family and learning about current events through watching the news.

Attitudes: Karen tries to see the bright side of every situation, but will quickly feel frustrated with things that she doesn't understand and give up.

Aptitudes: Karen is friendly, positive and determined to be a good role model to her children.

Skills: Karen is crafty, good at sewing, and ensuring their home is a happy place for her family.

Domain Knowledge: Karen has a basic smartphone but only uses it for calling and texting.

System Knowledge: Karen doesn't know how the application works at all.

Interaction: Karen will occasionally interact with the application at home during the day when she is feeling motivated to learn. Perhaps only once a week or so.

Priorities: Karen wants to gain a general understanding of inequality in the world quickly.

Motivations: Karen wants to learn more things so she can teach her children.

Mobile self-efficacy: Karen has low confidence with anything technology related.

Risk tolerance: Karen is unwilling to take risks due to her incompetence with technology. If she encounters an error or problem that she does not know how to fix, she will likely give up quickly.

Information Processing: Karen likes to gather as much information as possible.

Tinkering: Karen does not like tinkering and prefers to do things that are familiar to her. She stays within her technological comfort zone