

Luke McEvoy
CS 522
Professor Duggan
October 23, 2020

Assignment 7 : User Experience

Persona Design



John Miller

- John has been a 7th grade Math teacher since 2004. He travels from his residence of Aurora to Denver Colorado via his Toyota Camry every work day. John is married to his wife Molly and has one son named Rick. John spends his free time collecting baseball cards.
- Before his son was born, John would hunt for baseball at garage sales and antique shops. Since John's downtime is limited, between family and work obligations, he searches for baseball cards through the internet. John uses social media, and blogs to research baseballs cards' history, value, supply, and location. This process is time consuming but he looks forward to it.
- John enjoys nature as well. He goes on long hikes into the Colorado mountains, often camping on mountain peaks when the temperature is not too low.
- John is looking to limit his screen time as he is realizing he spends more time on the internet researching baseball cards than out on the mountains during his free time. He wishes his baseball card hunt could be easier.

Context Scenario

- 1) During John's lunch break at the Denver Middle School, his co worker David Myers asks him if he has a Babe Ruth baseball card from when Ruth was on the Boston Braves. John replies that he did not know that card existed. He looks up the limited edition baseball card on Craigslist and finds no results. He moves to Ebay and gets no results. He tries Amazon and finds no results.
- 2) John's lunch break is up as his 6th period Geometry students start to enter his classroom. He closes his Boston Brave Babe Ruth google chrome tabs and pushes his interest aside. During 6th period, John's OCD kicks in and he can not get over the Boston Braves Babe Ruth card. This curiosity rolls into the 7th and 8th period as well.
- 3) During John's 30 minute commute home from Aurora to Denver, he calls his college friend Justin Nhil and asks him if he has ever heard of the Babe Ruth Boston Braves card. Justin says he has not, but suggests that John check a mobile application specifically made for Baseball Card Trading and History called CS 522 Baseball Bible.
- 4) Once John is back at his Denver home, he downloads and opens the CS 522 Baseball Bible. He searches for the Boston Braves Babe Ruth baseball card and discovers it is in fact real. John further researches the card for it's history, starting price, location, supply, and market trajectory.
- 5) John discovers a man named Arnold Drexler owns a Boston Braves Babe Ruth card. Arnold lives in Lakewood, Colorado which is 10 minutes each of his place of work in Denver. John messages Arnold asking questions about the Babe Ruth Baseball card. Arnold answers's John's questions within the hour and John is ecstatic. He can now have his questions answered and spend time with his family after work instead of scouring the internet for more information about the Boston Braves Babe Ruth card.
- 6) As the weekend comes, John schedules a meeting with Arnold in Denver at the Denver Rockies baseball card convention. They meet and build a relationship that began from the CS 522 Baseball Bible.