



VIRTUAL EXAM STUDY SUPPORT APP REWISE

PERSONAS

Olivija Guzelyte

Student no. 160421859



MATT SHAW

21, Newcastle upon Tyne

UNDERGRADUATE COMPUTER
SCIENCE STUDENT IN
NEWCASTLE UNIVERSITY

ARCHETYPE
PERFECTIONIST

COMPUTER LITERACY



BIO

For the longest time in his life Matt has been an honour student. He puts his all into anything academic. Due to his perfectionistic nature he often finds himself immersed in work and forgets his surroundings. He noticed this is causing him to be ostracized from his friend groups. Most of his time is spent by solving academic riddles alone, which yields him good results, however, he lacks group input and is oblivious to his own mistakes or alternative ways to problem solving.

During free time Matt enjoys playing chess online, competing against strangers, and keeping up with the most recent BBC science or astronomy documentaries. He is thinking of joining a martial arts class.



SKILLS

WRITING
CODE



RESEARCH



SELF-
MOTIVATION



TEAMWORK



GOALS

- Learn different ways of problem solving through other students
- Share his knowledge with other students
- Expand his social circles by creating and attending student groups
- Become more efficient when studying, so have more time for friends/family/hobbies



FRUSTRATIONS

- Being left out of social circles
- Spending too much time for studying
- Having to come up with answers alone
- Inability to find study groups

“I want to become more efficient at studying so I could learn faster and avoid personal bias.”

PERSONALITY

- STUBBORN
- ANXIOUS
- RELIABLE
- INSECURE
- HARDWORKING
- WITTY

FREQUENTLY USED APPS



Reddit

Keeps up with latest trends in science, technology and astronomy.



Google
Calendar

Diligently plans his coursework and exam schedules.



Outlook

Keeps an eye on university notifications and converses with lecturers.



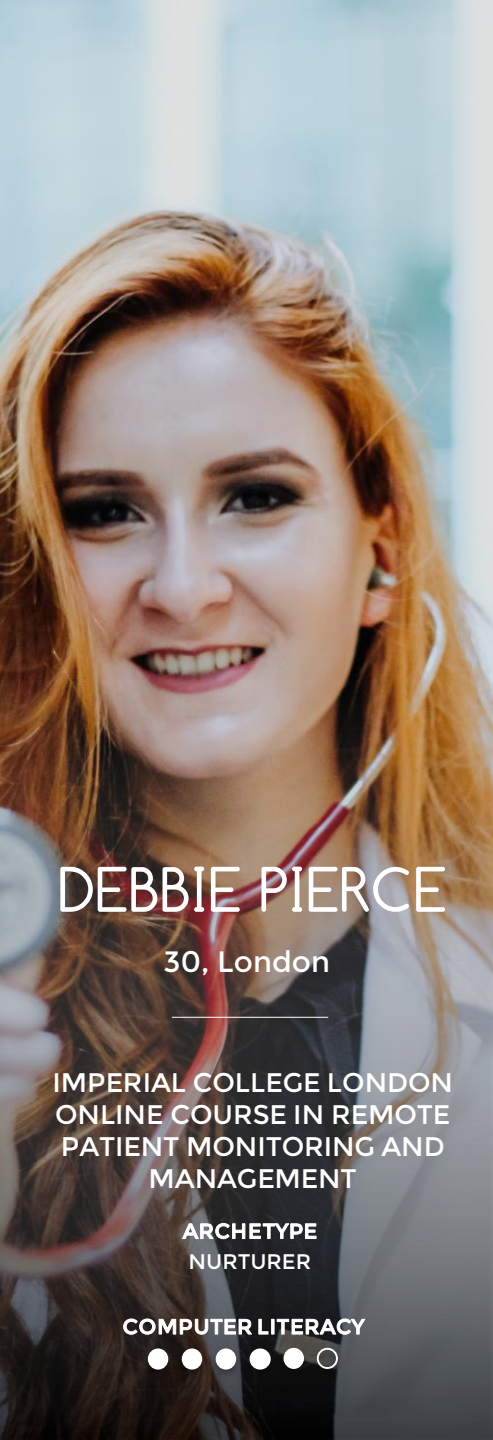
Blackboard

Course material, lecture recap and important notifications.



Udemy

Additional learning beyond university and improves his hobbies (i.e. chess).



DEBBIE PIERCE

30, London

IMPERIAL COLLEGE LONDON
ONLINE COURSE IN REMOTE
PATIENT MONITORING AND
MANAGEMENT

ARCHETYPE
NURTURER

COMPUTER LITERACY



BIO

Debbie is an accredited nurse of a renowned hospital in London. Her nurturer personality means that she feels the need to give and care about others. She spends most of her time selflessly catering for her patients, and at home – for her family. She finds time for herself in the evenings catching up with her favourite shows on Netflix or jogging along the river Thames with her Labrador.

Her schedule is pretty tight, however, she wants to expand her education by enrolling in an online course. She thinks that is a good way to give to herself and others at the same time – two birds with one stone. She soon realises that the course has picked up pace and she doesn't have time to prepare for exams.



SKILLS

COMPASSION



TIME



MANAGEMENT

SOCIAL



CRITICAL

THINKING



GOALS

- Find a safe space to learn from others
- Learn to have balance between give and take
- Create a social circle beyond professional work
- Allow other people to help
- Meet other fellow students (she's enrolled in an online course, therefore barely knows anyone in the university)



FRUSTRATIONS

- Not having enough time for herself
- Not knowing where to look for help/support
- Feeling disappointed in her inability to keep up
- Fear of being incapable to care for her family and patients due to stress

“I want to become better at relying on other people to help me.”

PERSONALITY

- SHY
- ANXIOUS
- DISCIPLINED
- KIND
- GENEROUS
- RATIONAL

FREQUENTLY USED APPS



Netflix

Keeps up with favourite shows and medical documentaries.



Google
Calendar

Diligently plans coursework, exam, nursing schedules.



Outlook

Keeps an eye on university notifications and converses with lecturers.



Blackboard

Course material, lecture recap and important notifications.



Strava

Tracks cycling and running exercises using GPS data.



MAKOTO KEI

20, Leeds

UNDERGRADUATE BUSINESS
MANAGEMENT STUDENT IN
LEEDS UNIVERSITY

ARCHETYPE
SOCIAL BUTTERFLY

COMPUTER LITERACY
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BIO

Makoto is the life of the party. She is in her 2nd year of studies and her active social life secured her a place as the student ambassador for the business faculty. She enjoys anything that enables interaction with other people. In her spare time she goes to salsa classes and (to balance out her disinterest in academics) attends various networking events, and business workshops. She passed the first year of university due to the vast network of friends, and colleagues she had made. However, she's now noticing that her friends are more serious about their studies and cut their social ties.

Makoto finds it very hard to focus on academic tasks and needs succinct, targeted summaries from knowledgeable people.



SKILLS

NETWORKING



SOCIAL



ACADEMIC
COMPREHENSION



MEMORIZATION



GOALS

- Become better at understanding academic material
- Find someone that can explain academic things in an easy to understand, succinct manner
- Improve attentiveness and concentration
- Provide useful academic intel as a student ambassador
- Get a 1st class final year mark



FRUSTRATIONS

- Inability to focus on studying
- Difficulty analyzing academic papers
- Not having knowledgeable, or reliable people around
- Inability to pinpoint core concepts, topics to focus on
- Difficulty memorizing academic materials



ESSENTIAL FEATURES

- Read notes, succinct topic summaries
- Ability to select uploads by tags, categories
- Chat with other students
- Direct chat with people that seem knowledgeable about certain topics
- Participate in student-made quizzes



"I want to improve my university scores by learning from other students."



PERSONALITY

- ALOOF
- FORGETFUL
- CHARISMATIC
- DISORGANISED
- SOCIABLE
- FUN-LOVING

FREQUENTLY USED APPS



Eventbrite

Finds and attends various networking events, workshops.



Audible

Listens to audio books - easy way to learn without reading.



Outlook

Keeps an eye on university notifications and converses with her network.



Blackboard

Course material, lecture recap and important notifications.



Messenger

Converses with her friends and colleagues about plans and assignments.



JAMES GRANT

23, Edinburgh

UNDERGRADUATE
AGRICULTURAL SCIENCE
STUDENT IN THE UNIVERSITY OF
EDINBURGH

ARCHETYPE
THE REBEL

COMPUTER LITERACY



BIO

James is a 1st year student in the university of Edinburgh. He has just moved to the UK from the Philippines. Some months passed, but he is still experiencing the effects of culture shock, and is finding it difficult to understand the local Scottish accent. He is rebellious in nature and does not present himself on any form of social media. Therefore, it makes it hard to find friends, follow trends or events.

He usually spends his time in the library reading fiction or books about agriculture and botany. Sometimes he volunteers in the library or a local church. These endeavors allowed him to meet and befriend some local people, however, he knows nobody from his course and exams are soon approaching.



SKILLS

TIME
MANAGEMENT



BOTANY



COMPOSURE



ADAPABILITY



GOALS

- Befriend people from his course
- Find more sociable hobbies
- Become more accustomed to the community, and lessen culture shock effects
- Do well in upcoming exams
- Find local students to study with to ensure he wholly understands the course material



ESSENTIAL FEATURES

- Share and download exam materials, documents
- Create and participate in study groups
- Direct chat and ability to do group chats regarding specific topics
- Comment on file uploads
- Ability to stay anonymous if wanted



FRUSTRATIONS

- Inability to fit in
- Culture shock due to recently moving country
- Not knowing anyone from his course
- Inability to connect with people
- Feeling homesick
- Occasional language barrier



“I want to get to know some people from my course, but I don’t own any social media accounts.”



PERSONALITY

- TIMID
- GLOOMY
- CALM
- HELPFUL
- CREATIVE
- CULTURED

FREQUENTLY USED APPS



Goodreads

Organises his books and sees book recommendations.



Google
Calendar

Diligently plans his coursework and exam schedules.



Outlook

Keeps an eye on university notifications and converses with lecturers.



Blackboard

Course material, lecture recap and important notifications.



Meetup

Uses to find and connect with local groups, events, and meet new people.

References

Persona 1 – Matt Shaw

- Matt Shaw image - <https://www.pexels.com/photo/man-wearing-black-crew-neck-t-shirt-using-black-headphones-reading-book-while-sitting-3466163/>
- Icons made by Freepik - <https://www.flaticon.com/packs/social-network-12>
- Reddit logo - <https://imgur.com/a/9qV7i>
- Google Calendar logo - <https://ya-webdesign.com/explore/google-calendar-png/>
- MS Outlook logo - [https://commons.wikimedia.org/wiki/File:Microsoft Outlook 2013 logo.svg](https://commons.wikimedia.org/wiki/File:Microsoft_Outlook_2013_logo.svg)
- Blackboard logo - [https://commons.wikimedia.org/wiki/File:Blackboard Inc. logo.png](https://commons.wikimedia.org/wiki/File:Blackboard_Inc._logo.png)
- Udemy logo - <https://freebiesupply.com/logos/udemy-logo-3/>

Persona 2 – Debbie Pierce

- Debbie Pierce image - <https://www.pexels.com/photo/photo-of-woman-wearing-stethoscope-3408367/>
- Netflix logo - <https://www.freepnglogos.com/pics/netflix-logo-png>
- Strava logo - <https://www.sirguylitespeed.com/the-definitive-guide-to-everesting-top-tips-advice-for-everesting-the-ultimate-guide-to-everesting/>

Persona 3 – Makoto Kei

- Makoto Kei image - <https://www.pexels.com/photo/woman-sitting-on-gray-chair-1543895/>
- Eventbrite logo – <https://edigroup.org/eventbrite-logo-png-2/>
- Audible logo – <https://iconscout.com/icon/audible-4>
- Messenger logo - <https://www.stickpng.com/img/icons-logos-emojis/tech-companies/messenger-logo>

Persona 4 – James Grant

- James Grant image - <https://www.pexels.com/photo/man-standing-near-brown-wooden-frame-1329494/>
- Goodreads logo – [https://www.iconfinder.com/icons/1407939/goodreads logo media social icon](https://www.iconfinder.com/icons/1407939/goodreads_logo_media_social_icon)
- Meetup logo - <https://icons-for-free.com/meetup+rs+social+icon-1320190673343413435/>