


CEN 5728 User Experience Design

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User Personas and User needs:


1. Primary user persona 1:

<h2>Primary User Persona</h2>	
<p>Demographics</p>  <p>Name : Maria Mohan</p> <p>Age : 22 Years old</p> <p>Designation : Student</p> <p>Location : Orlando</p>	<p>Behaviors & Habits</p> <ul style="list-style-type: none">• Maria is an enthusiastic person.• She recently moved to Gainesville for her masters degree and lives with international students.• Maria is a smart kid who loves coding.• She also loves travelling, going for hikes and is always interested to try new things.• Maria is a swimming champion and has won several awards.
<p>Pain Points & Frustrations</p> <ul style="list-style-type: none">• Maria is facing difficulties with adapting to the curriculum.• She is also unsure of the courses she needs to take, inorder to balance her academics and interests.• With the increased work load, she is finding it difficult to manage her academics. <p>1</p>	<p>Needs & Goals</p> <ul style="list-style-type: none">• Maria is looking for a mentor who can guide her through her academics.• She is hoping for some assistance with taking the right courses.• She also requires assistance with maths as she is not great at it.

User Needs:

Maria being an international student in a new city is looking for assistance with academics. She needs suggestions with choosing the right courses so that she can balance them with the extracurricular activities that she wants to pursue. Also, the courses she takes should help her gain the credits towards the concentration she is looking to achieve. She is also looking for a maths tutoring class and is unsure whom to reach out to.


2. Primary user persona 2:

<h3>2 - Primary User Persona</h3> <p>Demographics</p>  <p>Name : Aditya Raj</p> <p>Age : 25 Years old</p> <p>Designation : Software Engineer</p> <p>Location : Seattle</p>	<p>Behaviors & Habits</p> <ul style="list-style-type: none">• Aditya is a shy person who does not open up to many people.• He recently moved back to school to pursue his PhD.• He loves reading books and is always submerged in it.• His introvertism acts as a barrier for him to ask for help when needed.
<p>Pain Points & Frustrations</p> <ul style="list-style-type: none">• Aditya is facing difficulties with asking for help.• He is finding it difficult to traverse through the campus and ask for labs/classrooms when he is running late for classes.• He does not have a platform to reach out to like minded people for his research. <p>1</p>	<p>Needs & Goals</p> <ul style="list-style-type: none">• Aditya needs assistance with campus tour. He needs to know about all the resources that he can use.• He also needs help in reaching out to people to work on his thesis.• He feels isolated and needs assistance.

User Needs:

Aditya is a Software Engineer who is coming back to school to pursue his PhD from University of Florida. As he is a shy person, he finds it difficult to interact with people for help and to get the information he is looking for. He feels lost and without guidance in his day-to-day activities like looking for classrooms etc, seem difficult. He needs help with reaching out to people/ a platform wherein he can find all the information making his work easier.

3. Secondary user persona:

<h2>Secondary User Persona</h2>	
<h3>Demographics</h3>	
	Name : Stephen S
	Age : 29 Years old
	Designation : Student Instructor/Assitant
	Location : Gainesville
<h3>Behaviors & Habits</h3>	
<ul style="list-style-type: none">• Stephen is an extrovert and his work at University of Florida demands for his talkative nature.• His jobs involves ensuring all the new students get the help and assistance they are looking for.• He loves interacting with new students and showing them around the campus.• He also loves organizing and volunteering at various events.	
<h3>Pain Points & Frustrations</h3>	
<ul style="list-style-type: none">• Stephen finds it difficult to help all the students because of communication issues.• Students are generally not very clear on the kind of help they want.• Some students schedule appointments and do not show up for campus tours, making Stephen's job difficult.	
<h3>Needs & Goals</h3>	
<ul style="list-style-type: none">• Stephen focuses on helping the new students at University of Florida in the best possible way.• He expects clear communication from the students end to be able to help them in the most efficient way possible.• He manages the requests on the information portal sent in my students.	

User Needs:

Stephen is a student assistant working at the University of Florida. His work revolves around helping the incoming students with respect to showing them around campus, introducing them to various facilities/resources we have at the university. Like assistance with tutoring, helping them meet new people/communities. He also manages the information website, that is the requests sent in by the students.

Citations:

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