

# CS 565: Week 4 Activity (Persona)



Betty Dunphy

Age: 60 years old

Occupation: Chef

Lives in Newport, Oregon

Betty lives with her husband in her three-bedroom beach-facing house in Newport, Oregon along with her dog. Every morning, she enjoys sitting on her porch with her husband sipping tea and reading the newspaper on her iPad. After her husband, goes out to meet his friends or do some leisurely activities, she cooks the afternoon meal and then goes to work at the restaurant. She has a daughter who lives in Sacramento, California who occasionally visits her every 3 months and during the holidays.

Background:

- Betty has been a chef for the past 30 years at a local restaurant. She is very familiar with technology and uses an iPad and a smartphone daily to call her friends and family. She also sometimes uses apps like Facetime to video call her daughter, friends, and family.
- Betty suffers from a Frozen shoulder syndrome that was diagnosed 2 years ago and she has been going to therapy to improve her muscle coordination. She has been told by her husband to avoid working and relax but she likes to cook and take care of her customers.
- When she returns from her part-time job, Betty and her husband help each other to cook their dinner. While having dinner, they both talk about their day-to-day activities and then they call their daughter.

- Before going to bed, she reads a book and talks with her husband about personal things and how different people sometimes visit the restaurant.

#### Cognitive Styles:

- Motivation: Betty is familiar with technology but learns it only when she needs to. She learned to use the iPad to facetime her daughter and continues to learn something based on the requirement.
- Computer Self-efficacy: Betty feels a bit confident when she is working or using a new application, she likes to explore a bit, if there arises an issue with the application she tries to do it by herself or else call her daughter to solve the problem.
- Attitude towards risk: Betty is a risk-tolerant person, she likes to keep exploring the iPad and learn new things, and she has always been a bit curious about using technology.
- Style of learning: Betty generally likes to explore but is selective when it comes to using technology as she prefers to not spend a lot of time on a task.
- Information Processing Style: Betty follows a process-oriented approach, she likes to know about a task and later on use that to complete her tasks.