

Persona Scenarios

This document contains a number of Persona Scenarios that have been developed for the personas listed in Supplement S4 [doi:10.21954/ou.rd.28045454]. These can be used to provide general design scope and direction for an application intended to serve these personas.

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S5.1 Susan

Table S5.1: Scenario 1 for Persona Susan

<i>Susan – Staying Connected with Family</i>
Goal: Susan wants to stay updated on her children’s activities without getting overwhelmed by unnecessary notifications.
Context: Susan is preparing for a tennis match on a Saturday morning and wants to check her notifications quickly.
Day/Time: Saturday morning
Narrative: <ol style="list-style-type: none">1. Susan opens her smartphone and checks her notifications.2. She wants to see updates from her children on their various social media apps but is overwhelmed by unrelated posts.3. Susan opens her Awareness Agent app on the <i>Family - Children</i> channel.4. The app presents a summarised feed of her children’s posts and a tennis match reminder.5. Satisfied, Susan heads out for her match without worrying that she missed anything important.

Table S5.2: Scenario 2 for Persona Susan

<i>Susan – Maintaining Focus at Work</i>
Goal: Susan wants to manage her work tasks effectively without being distracted by non-work-related notifications.
Context: Susan is at work after lunch on Wednesday, trying to focus on completing an important report.
Day/Time: Wednesday afternoon
Narrative:
1. Susan is working on her report when she receives several notifications on her phone.
2. She realises that many of the notifications are from social media and personal apps.
3. To avoid distraction, Susan opens her Awareness Agent app and filters on the <i>Work</i> channel
4. The app filters out non-work-related notifications, showing only work-related emails and messages.
5. Susan completes her report without interruption and feels more productive.

Table S5.3: Scenario 3 for Persona Susan

<i>Susan – Balancing Personal and Professional Life</i>
Goal: Susan wants to effectively manage the balance between her personal life and professional responsibilities.
Context: Susan is spending time with her family on a Sunday evening but still needs to keep an eye on work-related notifications in case something urgent arises.
Day/Time: Sunday evening
Narrative:
1. Susan is enjoying a film night with her family but she is getting notifications on her phone.
2. She doesn't want to disrupt the evening with work-related interruptions unless it's something urgent.
3. Susan opens her Awareness Agent app and sets it to the <i>Work - Urgent</i> channel, where only urgent work notifications are allowed through.
4. The app filters out non-urgent emails and messages, notifying her only if there is a critical work issue.
5. Susan continues to enjoy her evening, confident that she won't miss any important work matters.

S5.2 Adam

Table S5.4: Scenario 1 for Persona Adam

<i>Adam – Managing Multiple Projects</i>
Goal: Adam needs to keep track of multiple ongoing projects without missing important updates or deadlines.
Context: Adam is working from home and needs to juggle several tasks across different projects.
Day/Time: Tuesday morning
Narrative: <ol style="list-style-type: none">1. Adam starts his day by reviewing his to-do list and checking project updates.2. His inbox and messaging is filled with emails from various colleagues and clients, making it hard to prioritise.3. Adam opens his Awareness Agent app and accesses his custom channel for priority project-related updates.4. The app surfaces his relevant project communications, with other items kept out of the way.5. Adam efficiently organises his day, ensuring that nothing important is overlooked.

Table S5.5: Scenario 2 for Persona Adam

<i>Adam – Balancing Work and Personal Life</i>
Goal: Adam wants to maintain a clear boundary between his work commitments and personal time.
Context: Adam is taking time to organise his cycling club’s annual race championships, but he needs to stay available for urgent work matters.
Day/Time: Tuesday evening
Narrative: <ol style="list-style-type: none">1. Adam is in his home office working on logistics for the cycle club championships, and he needs to focus on this task.2. He knows that there is also a possibility that he will need to visit a customer tomorrow, and needs to keep an eye out for communications about that.3. Adam chooses only the <i>Personal - Cycle Club</i> and <i>Work - Urgent</i> channels in his Awareness Agent app.4. The app filters out non-urgent work emails and messages, alerting him only if there’s an emergency.5. Adam completes his task, knowing he won’t miss anything important at work.

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Table S5.6: Scenario 3 for Persona Adam

<i>Adam – Enhancing Productivity During Travel</i>
Goal: Adam wants to remain productive while travelling on a business trip, managing both work and personal tasks efficiently.
Context: Adam is on an early train headed to a customer site on a Monday and needs to catch up on work.
Day/Time: Monday morning
Narrative: <ol style="list-style-type: none">1. Adam is travelling by train and wants to use the time to complete some tasks.2. His phone is receiving a mix of personal and work notifications, making it hard to focus.3. Adam switches his Awareness Agent app to the <i>Morning Catch-Up</i> channel, which prioritises important work and personal-related notifications & tasks.4. The app provides a focused list of items for Adam to review during the journey, minimising distractions.5. Adam completes several work and personal tasks efficiently, making the most of his travel time.

S5.3 Phoebe

Table S5.7: Scenario 1 for Persona Phoebe

<i>Phoebe – Staying Connected without the Clutter</i>
Context: Phoebe wants to keep in touch with her university friends without being overwhelmed by trivial updates and irrelevant notifications.
Day/Time: A typical evening after work, around 8 PM.
Narrative: <ol style="list-style-type: none">1. Phoebe wants to use her social media apps to check in with her university friends.2. She sees a barrage of notifications about unimportant updates from friends and acquaintances.3. She feels frustrated and wants to concentrate only on meaningful updates, such as messages about upcoming reunions or significant life events.4. Phoebe uses her Awareness Agent app on the <i>Friends & Family - Important</i> channel; this shows her only significant posts and notifications about her friends and family coming from multiple social apps.5. Phoebe feels satisfied, as she can now stay connected without being distracted by trivial updates.

Table S5.8: Scenario 2 for Persona Phoebe

<i>Phoebe – Managing Work-Life Balance</i>
Goal: Phoebe needs to maintain a clear separation between her work and personal life, ensuring that neither one interferes unduly with the other.
Context: Phoebe is working from home in the afternoon, and she wants to keep her work and personal tasks separate.
Day/Time: Thursday afternoon
Narrative: <ol style="list-style-type: none">1. Phoebe is finishing up some work tasks at home when she receives several personal notifications on her phone.2. She finds it challenging to stay focused with the constant stream of messages from friends and family.3. Phoebe switches her Awareness Agent app to the <i>Work</i> channel, which prioritises work-related notifications and temporarily mutes personal alerts.4. This allows her to complete her work without distractions.5. After finishing her tasks, Phoebe switches to the <i>Personal</i> channel catching up on her messages and enjoying her evening without work interruptions.

Table S5.9: Scenario 3 for Persona Phoebe

<i>Phoebe – Training the Awareness Agent</i>
Goal: Phoebe wants to personalize her Awareness Agent app settings to better suit her unique preferences and routines.
Context: Phoebe is tweaking the settings of her Awareness Agent app on a Monday evening to ensure it matches her lifestyle.
Day/Time: Monday evening
Narrative: <ol style="list-style-type: none">1. Phoebe notices that some non-urgent work notifications are still coming through in her <i>Work - Urgent</i> channel, which she finds distracting.2. She decides to spend a short time training in her Awareness Agent app to better tell the difference between urgent and other work notifications.3. After training the app, Phoebe finds that she sees far fewer non-urgent content in this channel and can focus her time better.

S5.4 Kenton

Table S5.10: Scenario 1 for Persona Kenton

<i>Kenton – Handling Overlapping Deadlines</i>
Goal: Kenton needs to manage multiple overlapping deadlines for different projects without missing any key tasks.
Context: Kenton is at his office on Wednesday, trying to prioritize tasks for two projects that have deadlines at the end of the week.
Day/Time: Wednesday afternoon
Narrative:
<ol style="list-style-type: none"> 1. Kenton is aware that both of his projects have critical deadlines approaching and needs to focus on these. 2. His email and messaging tools are filled with notifications and updates, making it hard to focus. 3. Kenton chooses the <i>Work - Current Projects</i> channel on his Awareness Agent app, filtering notifications to only show updates related to current projects. 4. Kenton is able to concentrate on the critical tasks, ensuring he meets both deadlines without missing important details.

Table S5.11: Scenario 2 for Persona Kenton

<i>Kenton – Managing Interruptions</i>
Goal: Kenton wants to minimise interruptions during his focus time to enhance productivity while working on detailed tasks.
Context: Kenton is working on a detailed report at work and wants to avoid interruptions from non-essential notifications.
Day/Time: Tuesday morning
Narrative:
<ol style="list-style-type: none"> 1. Kenton begins working on a complex report that requires his full attention. 2. He starts receiving notifications from various apps and services, which disrupt his focus. 3. Kenton uses his Awareness Agent app to activate the <i>Urgent</i> channel, which blocks all non-essential content. 4. The app silences all but the most critical alerts, allowing Kenton to concentrate fully on his report safe in the knowledge that he will not miss anything truly urgent. 5. After completing the report, Kenton changed back to the normal channels and addresses any items that require his attention.

Table S5.12: Scenario 3 for Persona Kenton

Kenton – Organising Golf Meetups without the Noise
Context: Kenton is part of a social group chats for both golf and football, but he wants to separate the logistics of arranging golf meetups from the general banter and football discussions.
Day/Time: Saturday morning
Narrative: <ol style="list-style-type: none">1. Kenton receives a mix of messages in his group chat, including discussions about the latest football match and plans for a golf game next weekend.2. He finds it difficult to keep track of the logistics for the golf meetup amidst the constant football banter.3. Kenton uses his Awareness Agent app to activate the <i>Personal - Golf Arrangements</i> channel, which contains only content about meeting up to actually play golf.4. Kenton is able to arrange a golf match for Sunday morning and can get back to the chat.

S5.5 Usha

Table S5.13: Scenario 1 for Persona Usha

Usha – Demarcating Work and Personal Time
Goal: Usha wants to ensure that her work does not intrude on her personal time, maintaining a clear boundary between the two.
Context: Usha is at home on a Friday evening, preparing to relax after a busy week at work.
Day/Time: Friday evening
Narrative: <ol style="list-style-type: none">1. Usha finishes her work for the week and is ready to switch off for the weekend.2. She begins receiving work-related notifications on her phone, which disrupt her attempts to relax.3. Usha sets Awareness Agent app to the <i>Personal or Urgent</i> channel which filters out all non-urgent work-related content4. The app hides all unimportant work content, allowing Usha to enjoy her evening without work intruding.5. She feels at ease, knowing that her work will not intrude on personal time.

Table S5.14: Scenario 2 for Persona Usha

<i>Usha – Dealing with Low Priority Unwanted Work Content</i>
Goal: Usha wants to minimise the number of irrelevant content she views during her work day, so that she can stay focused.
Context: Usha is at her office on a Monday morning, preparing to start her work day.
Day/Time: Monday morning
Narrative: <ol style="list-style-type: none">1. Usha starts the day and notices an influx of notifications and content from apps she doesn’t need during work hours.2. These notifications distract her from her tasks and slow her down.3. Usha configures her Awareness Agent app to show only higher priority work content during office hours.4. The app filters out irrelevant content, allowing Usha to focus on her work without unnecessary interruptions.5. By the end of the day, Usha feels more productive and less distracted.

Table S5.15: Scenario 3 for Persona Usha

<i>Usha – Customizing Content Preferences</i>
Goal: Usha wants to fine-tune her content preferences to ensure she only receives the most important alerts.
Context: Usha is spending her Sunday evening preparing for the upcoming week.
Day/Time: Sunday evening
Narrative: <ol style="list-style-type: none">1. Usha is preparing for the week ahead and decides to review how the Awareness Agent app handles her content.2. She’s aware that she is receiving too much low-priority work content in the <i>Work - Important</i> channel.3. Usha uses her Awareness Agent app to train the <i>Work - Important</i> channel, fine-tuning it to better focus on important content.4. Usha feels more in control, knowing that she will only be alerted to the most important messages during the week.