KEEGAN

AGE 15
OCCUPATION College student
STATUS Single
LOCATION Campus

Ambitious Admired Focused

"I want to self teach myself, but I dont know where to start!"

Motivations

Incentive
Fear
Achievement
Growth
Power
Social

Goals

- Learn more about UX
- How to start with prototyping
- Learn how to Wireframe

Frustrations

- Not Knowing where to start
- Not having resources at school
- Having to pay for UX courses

Bio

Keegan is a Senior at TCNJ and is interested in UX, but does not know how to start the process of UX. He is thinking of doing a bootcamp but doesnt have the money to spend.

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands

Carolyn

AGE 15
OCCUPATION Student
STATUS Single
LOCATION Home
TIER 3
ARCHETYPE

Ambitious Admired Focused

"I know that this is for me, but I dont know where to start. I am just a High Schooler exploring my opions."

Motivations

Incentive
Fear
Achievement
Growth
Power
Social

Goals

- To learn more about UX
- make UX more than a hobby
- Make her own website

Frustrations

- little to no knowlege
- Only in High School
- No resources

Bio

Carolyn is a Highschooler that wants to Learn UX. It started as a hobby and now she has a goal of skipping college and going directly into the work enviornment by building an impressive portfolio.

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands

(A collection or list of the user's favorite brands. You can download logos from www.brandsoftheworld.com)

Steven

AGE 40
OCCUPATION Biologist
STATUS Married
LOCATION NYC

"I feel older than the rest of people who are learning. I want a good baseline, clear cut, class."

Motivations

Incentive
growth
Achievement
new job
Power
resilience

Goals

- DROP Biology
- Switch into TECH
- Learn UX

Frustrations

- Feels to old
- Feels like ther is a learning curve
- Feels hopeless

Bio

Steven is already working and is married. He hates his job and definetly wants to work with design. His goal is to suport his wife and learn UX . Although he is older.

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands

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DREW

AGE 55
OCCUPATION Adjunct
STATUS Married
LOCATION Campus

Ambitious Admired Focused

"I want my students to be engaged and to be more aware of the oportunities in design".

Motivations

Incentive
Fear
Achievement
Growth
Power
Social

Goals

- Teaching others
- Influencing students
- Learns how to educate

Frustrations

- Being "old school"
- Failing students
- Horrible communication

Bio

Dr. C'Amore is a proffesor at TCNJ. More accurately he has just been assigned to teach students how to design. His students are new and dont know where to start. He wants inspiration to guide his students by implementing tech in class.

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands

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