

SECW1 Persona + Scenario
Group 6 Wednesday



Lucy
GCSE Student

Profile Background

- Female, 15 years old
- Secondary school GCSE student
- Regularly uses technology
- Has access to a computer to study for her subjects
- Currently has to search online for all statistics and data for her Geography course

Goals and Tasks

Her goal is to maximize efficiency when looking up information regarding locations for her Geography course

Tasks include

- Finding locations and populations of cities around the world
- Finding the capital city of each country
- Finding which countries belong to each continent

Frustrations

- Difficult finding consistency with information regarding populations in accordance to the locations, as data sets tend to be recorded at different times for countries separately.
- Websites tend to have a lot of confusing text that isn't needed for the information she wants for her work
- Can include a lot of unnecessary

Scenario

During school time and once she gets home, Lucy focuses on her GCSE subjects heavily. She struggles with finding clear statistics online as web pages due to having a lot of unnecessary information and advertisements on them which tends to put her off using these sites. A new application has been released which gives reports based on the different countries she's been researching, so she decides to give it a

<p>information in her work</p> <p><u>Needs and Expectations</u></p> <ul style="list-style-type: none"> - Wants a system that is easy to use and has simple information on it stated - Requires less time to look up the statistics needed - User friendly 	<p>go and see if it's useful for her purpose.</p> <p>Once she needs to look at statistical data for the countries, cities, populations, postcodes etc, she uses the application and is therefore able to take notes on the dataset by just a couple of clicks on her computer.</p> <p>Lucy is pleased with the system as it helps her save time when researching statistical data for her Geography course, allowing her to focus on her subjects efficiently.</p>
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