

Persona #1



Angie, 20
Dog Lover

Education 3rd year student
Occupation College student
Involvement Business Society,
Dog Club, Club
Basketball

Task/Problem

People want to have homework time planned in their schedule and is able to lock out any social media apps during the time period to avoid distractions

Success

When people put in homework time, they cannot go into any non-academic apps on their phones

Assumptions

She has trouble finishing her homework and procrastinating until the last minute to finish her homework and gets distracted when doing it. She has a lot of other meetings to attend throughout the week.

Empathy Map

Needs to plan out when she has time to do her homework on top of all of her other activities

Goals Finish her homework without distractions

Behavior Has problem with procrastination and needs a schedule to keep on track

Context Planned all of her activities but wants to add in homework time so she can make sure to finish her assignments on time

Persona #2



Emmalee, 17
Dancer

Education 1st year student
Occupation College student
Involvement Dance Team

Task/Problem

People want to have a warning when you plan things that overlap each other.

Success

If it gives you a warning, you will never double book an activity and you will always make your activities.

Assumptions

Since she is still a first year, she might not know exactly how to plan her schedule yet. She overlaps her events with her dance practice because she does not realize that she double booked events.

Empathy Map

Needs To know when she is overlapping events so she is aware of it

Goals Able to make it to her dance practices and plan accordingly with other events so she can make it to all of them.

Behavior She has a busy schedule and puts things in her calendar that overlaps with her dance practice

Context She is not aware of all of her dance practices so she just puts in events in her calendar without worrying about events overlapping. She has to skip out on events because she has to go to her dance practices.

Persona #3



Crystal, 23

Soon to be Accountant

Education 5th year student
Occupation Part time student
Involvement Nothing... about to graduate!

Task/Problem

People want to see their friend's schedules so they can see when they are free to catch up.

Success

If people can see their friend's schedule, they can see which days and times they are free without asking.

Assumptions

She is taking 2 classes this quarter and is going to be working full time right after. She wants to spend this quarter catching up with all of her friends and seeing her friends for the last time before she graduates.

Empathy Map

Needs to make sure her friends are free to get lunch or dinner and match her schedule

Goals Plan lunches and dinners with friends beforehand by looking at their schedule

Behavior Friends take awhile to respond when they are free and does not want to bother them

Context Many of her friends are bad at texting back and does not want to wait a long time to see when they are free. Wants to see when they are free to catch up without bothering them