User Persona
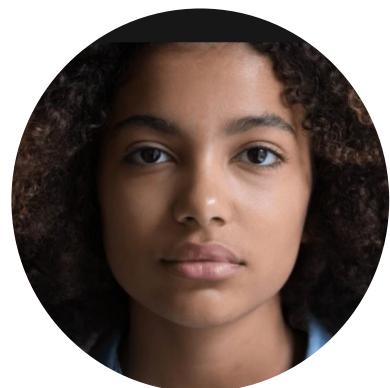
Persona 1
Brianna Brown

Key Attribute

Add adjectives to describe this persona

Hard-working , Busy, Stressed, Young, Tech-Savvy

Short Description

Add phrases to bring this persona to life

Brianna is a student living off-grounds. She is 21 years old and studies chemistry and environmental science at UVA. She currently has a full course load of classes and is involved in environmental outreach.

Needs

Add the persona's reasons for taking this particular journey

- Needs something that is efficient for someone her age and education level can use a (nothing overly complicated)
- Can be used in her environmental clubs/projects

Challenges

Add pain points or potential frustrations

- Sometimes can have trouble reading big data sets or interpreting complicated graphs

Opportunities

Add ways that your product or service can address the pain points

- The dashboard won't be overwhelming to look at; will be easy on the eyes and easy to use
- Users will be able pick recipes based on the cook time.
- The layout would be very simple; it will be question-based to give recipe options at the end.
- They will be able see the recipes they picked for the week with the ingredients they need.

User Persona

Persona 2
Brenden Shewer

Key Attribute

Add adjectives to describe this persona

Ambitious, Independent, Busy

Short Description

Add phrases to bring this persona to life

Brenden is 30 and currently works as a environmental scientist in Hampton, VA. He has a passion for environmental policy and stays updated with the current climate crisis.

Needs

Add the persona's reasons for taking this particular journey

- Easy and quick to look at during work or personal time
- Has a hard time finding condensed information on greenhouse gas that is also easily digestible

Challenges

Add pain points or potential frustrations

- Some of his coworkers do not have a science background so he cannot readily share certain data/charts
- Hard time finding information specifically on carbon dioxide emissions

Opportunities

Add ways that your product or service can address the pain points

- Easily digestible graphs
- Graphs that contain the most pertinent information