**Personas**

**Persona #1**

**User**: Rob Hilton

**Demographic Information:**

* 26 year old college student at Winthrop University
* Major: Business Administration

**Technical Level**

* Constantly on his phone and laptop, about 6 hours a day, to research markets and news.
* Uses his computer often to do work for class (e.g. assigned stock tracking homework).

**Personal Background**

* From a high class city family that makes $125,748/year; however, he personally can afford to spend at most $50/week.
* He has a new iPhone 6 Plus and is actively engaged with it all day, paid for by his parents.
* Loves to keep up to date with news, politics, and markets.
* Often goes out with friends to the bar on Friday nights.

**Tasks To-Do/Needs**

* He needs to look up the weather before leaving for the bar on Friday to see what he should wear.
* He often is up late in the college of business; therefore, he is always prepared with anything he will need.

**Motivations**

* Keep up to date on his phone and on his computer with politics, news, and markets.
* Stay in the loop with friends through social media.

**Scenarios**

* Before going out to the bar on Friday, he looks up the weather to see whether he will need an umbrella or a jacket.
* When preparing for an all-nighter at the college of business, he checks the weather to see what the weather will be in the early hours of the morning.

**Persona #2**

**User**: Anna Crabtree

**Demographic Information:**

* 18 year old college student at Winthrop University
* Major: Theater
* Minor: Dance

**Technical Level**

* Avid user of Instagram, Snapchat, YouTube, and Facebook
* On her phone very often to keep in contact with friends and to see what is going on in clubs and other organizations.

**Personal Background**

* From a middle class suburban family that makes $63,251/year; however, she personally can only afford to spend at most $20/week.
* She has a new iPhone 7 and is actively engaged with it all day; however, she is on her parent’s AT&T family plan.
* She has a passion for musicals, like Phantom of the Opera, a variety of music tastes from Kesha to Keith Urban, and is in love with Winthrop University’s sculptures and architecture.

**Tasks To-Do/Needs**

* She is very busy with dance classes, practicing for plays, and studying for classes and often looks for ways to destress.
* She often needs to look up information, like the weather, to base her outfits off of.

**Motivations**

* Her motivations behind her needs often involve:
  + The desire for socialization with friends and family on Snapchat and Facebook.
  + The need to look nice while on the move throughout the day.

**Scenarios**

* Before play practice, she often turns to her weather app to see if she needs to change clothes or grab a jacket.
* When going out with friends, she is often concerned if it is too cold out for her outfit.

**Persona #3**

**User**: Geremy Wright

**Demographic Information:**

* 23 year old
* Works at local 7-11

**Technical Level**

* Avid user of his phone during break at work, when he wakes up, and before he goes to bed.
* Doesn’t have much of a need for a computer since most of his time is spent working.
* Uses social media like Facebook, Instagram, and Snapchat throughout the day.

**Personal Background**

* From a lower class rural family that makes $28,382/year.
* Has a budget of $158/week.
* She has a new iPhone SE and is actively engaged with it all day.
* He is constantly on the move as he works 50 hours per week.

**Tasks To-Do/Needs**

* He is very busy with work and often looks to his phone as a means to destress.
* Often looks at the weather to decide if he needs to leave early for work or wear an extra layer.

**Motivations**

* His motivations include:
  + The need to have his information when he needs it (e.g. through his phone and apps).
  + Stay in contact with friends with his busy life.

**Scenarios**

* When he wakes up and is getting ready for work, he checks the weather app on his phone to see what he’ll need to wear to work.
* He also judges, based on the weather if he’ll need to leave early due to inclement weather.