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SEG3125 Modulo 2

ACTIVITY 2 - PERSONAS

PERSONA 1



Image Source: i.pinimg.com
'Haikyuu' Anime Series Character
Artist: milkybreads (tumblr)

Name: Yamato Takahashi

Intrinsic Qualities

- **Age:** 21 years old
- **Gender:** Male
- **Language:** Japanese (First Language) and English (Second Language - ESL)
- **Occupation:** Undergraduate Student on Exchange from Japan (studying Kinesiology at UOttawa)
- **Education/English Skill:** Undergraduate Student; Can read, write and understand basic English, but struggles a bit with conversation
- **Passions/Interests:** Basketball - Captain of high school basketball team, and plays for his university team as well (currently off season). Very health conscious, so always chooses healthy options when shopping for food

Relation to Domain and Technology

- **Computer Experience:** He has used phone apps and Amazon many times back home, so he is familiar with buying things online (however, all in Japanese). He has an online translator on hand when he needs things translated
- **Motivation/Attitude:** Very motivated and has a generally positive attitude about facing challenges. However, he is in an unfamiliar place, so quiet on edge/nervous/shy.
- **Emotional Reaction:** Can get frustrated/discouraged when he doesn't understand something.

Purpose for grocery shopping online:

1. He is nervous to go out and interact with people as he is still unfamiliar with Ottawa and hasn't gone out on his own before and is still not very confident in his English speaking skills (has only gone out with his roommates, and they normally do the talking).
2. Feeling rather homesick, he is looking for stores that sell Japanese snacks. He would like to save time looking at various stores on the web instead of using public transport to travel all over Ottawa.

Environment:

- **Physical Location:** Currently at his home that he shares with 4 other boys (roommates).
- **Body Position:** Sitting at his desk in his room.
- **Surroundings:** Quiet (no distractions)

- **Access to help:** His roommate, Alex, is just next door if he runs into trouble with the website/app. Alex is nice and has helped Yamato get used to life in Ottawa when he moved here, so Yamato feels comfortable asking him for help.

PERSONA 2



Image Source: bloganchoi.com
 'True Beauty' Webtoon Character
 Artist: Yaongyi

Name: Patricia 'Trish' Alvarez

Intrinsic Qualities

- **Age:** 34 years old
- **Gender:** Female
- **Language:** English, Spanish and French (fluent in all three)
- **Occupation:** Environmental Science Researcher at Environment Canada
- **Education:** Masters Degree in Environmental Sciences
- **Passions/Interest:** Passionate about the environment and climate change. She is also a very devoted Vegan, so is always looking for the next best vegan dish to try.

Relation to Domain and Technology

- **Computer Experience:** Very comfortable using phone apps and websites.
- **Motivation/Attitude:** Trish is a generally positive person, but also very busy, so she is always on the move. Very fast paced and likes to get things done quickly and efficiently.
- **Emotional Reaction:** Stressed out due to work and the upcoming presentation, so already in a fragile mood. Can get impatient when things are too slow.

Purpose for online grocery shopping

1. Trish has a presentation to prepare for in 2 days, and is running low on food. She wants to save time on grocery shopping so she is ordering her food ahead of time, so that it will be at her home before she gets there.
2. Her co-worker recommended a new grocery store that sells a large selection of vegan based foods, so she wants to check it out and doesn't have time to actually go to the store, so will use their online store.

Environment:

- **Physical Location:** She is currently at work wrapping up before heading home

- **Body Position:** She is standing and using the mobile app for the store on her phone, so that she is ready to leave as soon as she clicks purchase.
- **Surroundings:** Everyone is currently leaving work, so a lot of noise as her co-workers bid her farewell. She can keep getting distracted as she keeps responding to all her co-workers.
- **Access to help:** No one to ask for help, but since she is still at work, she can easily access the internet so google the problem herself.