



[Persona 1]

Name: Ms. Hilary Watson

Occupation: Grades K-9 distance learning teacher

Age: 33

Life Goal: "I want to maintain a good relationship with all of my students and their families throughout their learning journey."

Experience Goal: "I want to feel relaxed -- not lost and frustrated -- when trying to request access to student files."

End Goal: "I want to easily find out how many students are in my courses and contact them or their guardians if needed."



[Persona 2]

Name: Carrie Taylor

Occupation: Stay-at-home mom

Age: 40

Life Goal: "I want to be a mother who feels fulfilled about the education choices I make for my children."

Experience Goal: "I want to experience a pain-free process when attempting to interact with my child's school, especially upon first impression when signing them up for the next school year."

End Goal: "I want an intuitive admissions/re-admission process that is easy to understand and shows me the required steps I have to take upon first glance."