

USER PERSONA

# Kelly Miller

"I want to find people who can help me on my courseworks or who want to learn Spanish from me."



AGE 19

OCCUPATION Undergrad Student

INCOME None

STATUS Single

LOCATION Ann Arbor, MI

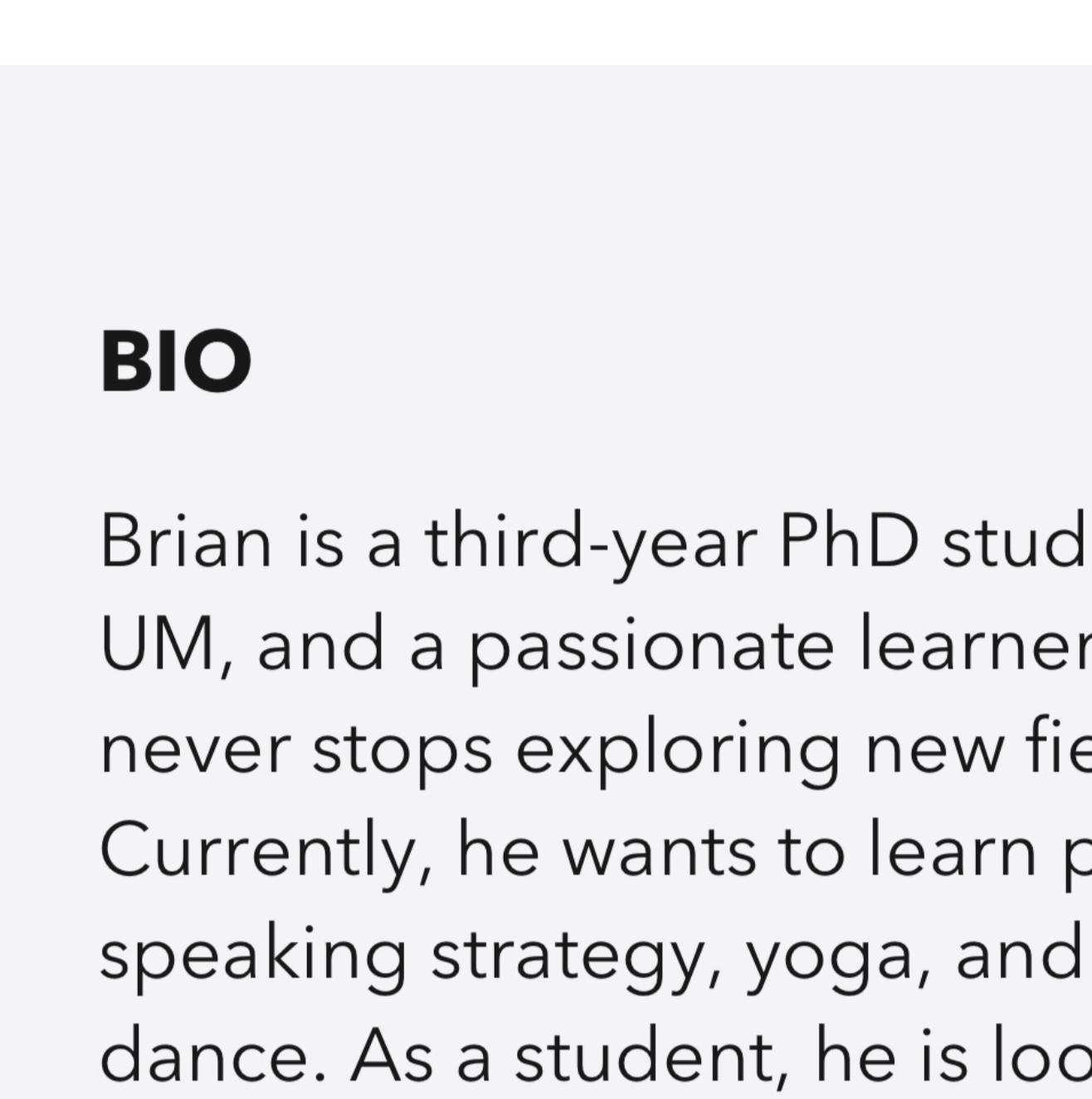
## BIO

Kelly is a first-year UM undergraduate student, bilingual in Spanish. She particularly has some issues with unfamiliar subjects and needs help on solving homework/exam problems. As she needs money, she is also looking for a tutoring job by utilizing her language skills.

## GOALS

- Get a good grade in classes which she is not confident enough
- Receive help in her courseworks including homeworks, exams or even papers
- Want to find someone to tutor to make her pocket money

## MOTIVATIONS



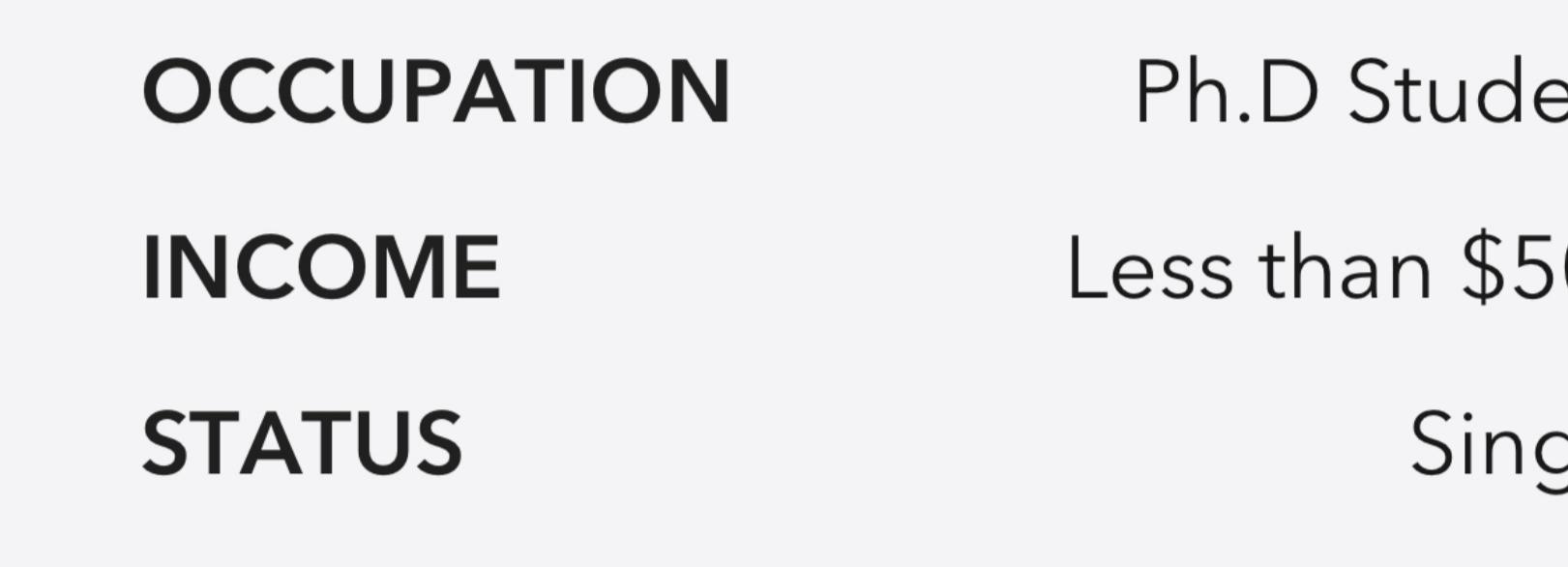
## FRUSTRATIONS

- GSIs, Professors' office hours are usually hard to utilize well (e.g. too many students, time conflicts, etc.)
- Hard to find an exact right person who can help her issues together
- Hard to find a tutee near campus who is looking for a Spanish tutor

## CURRENT FEELINGS

Concerned Depressed Busy

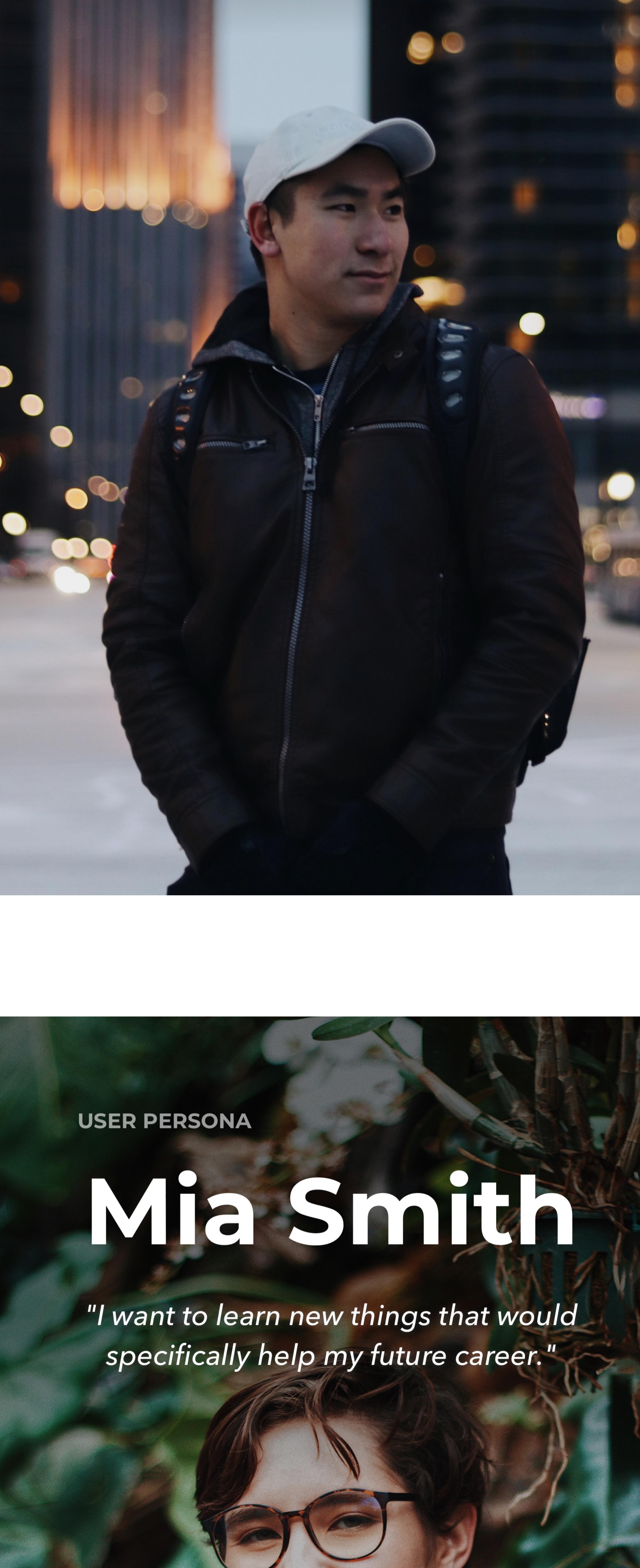
## PERSONALITY



USER PERSONA

# Brian Lee

"I always want to learn something new for my constant self-development."



AGE 28

OCCUPATION Ph.D Student

INCOME Less than \$50k

STATUS Single

LOCATION Ann Arbor, MI

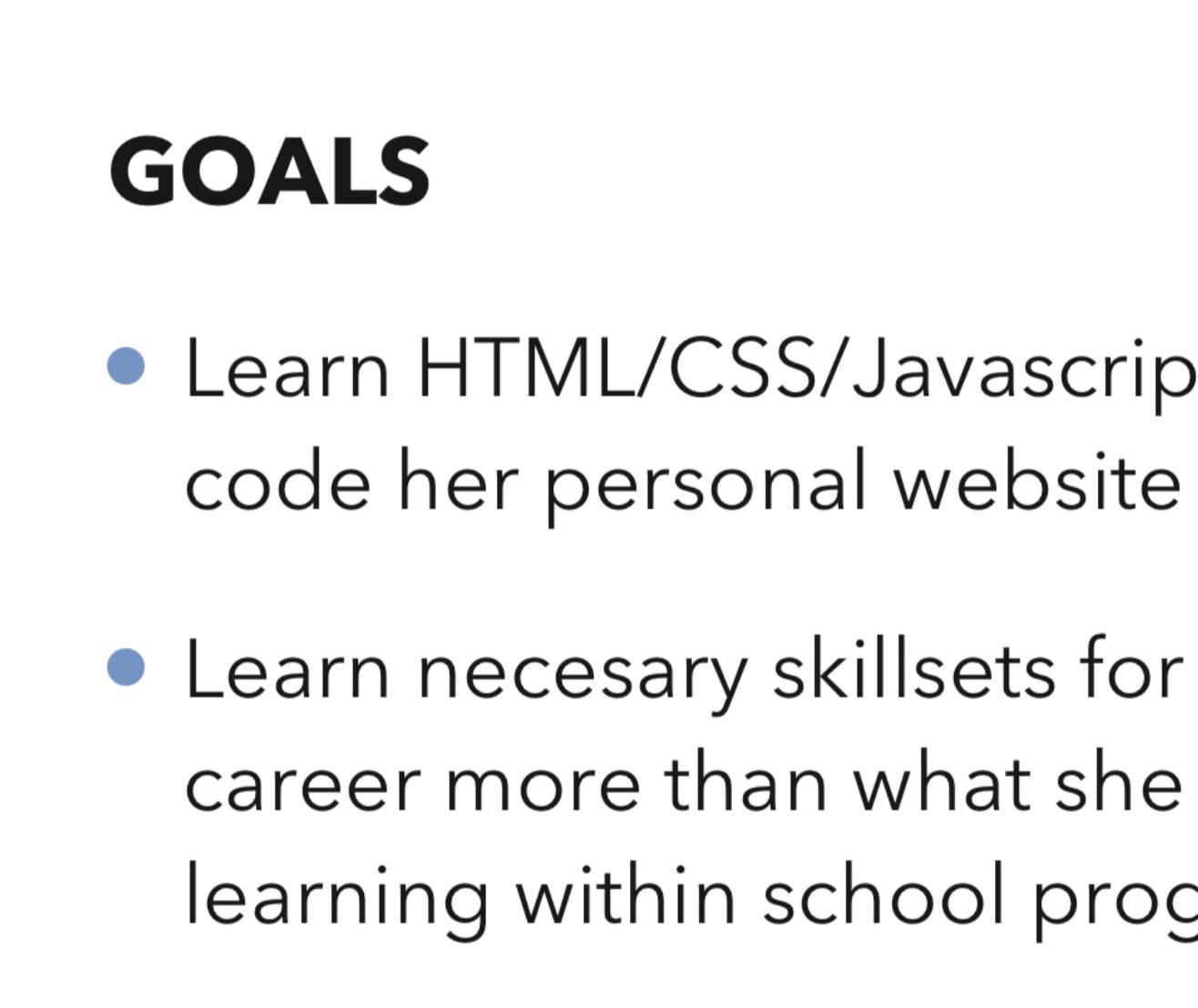
## BIO

Brian is a third-year PhD student at UM, and a passionate learner, who never stops exploring new fields. Currently, he wants to learn public-speaking strategy, yoga, and K-pop dance. As a student, he is looking for a way of learning them at reasonable prices near campus.

## GOALS

- Constantly learn new things even though they are not his fields of study and hone those skillsets
- Live physically and mentally healthy by putting substantial effort in self-development

## MOTIVATIONS



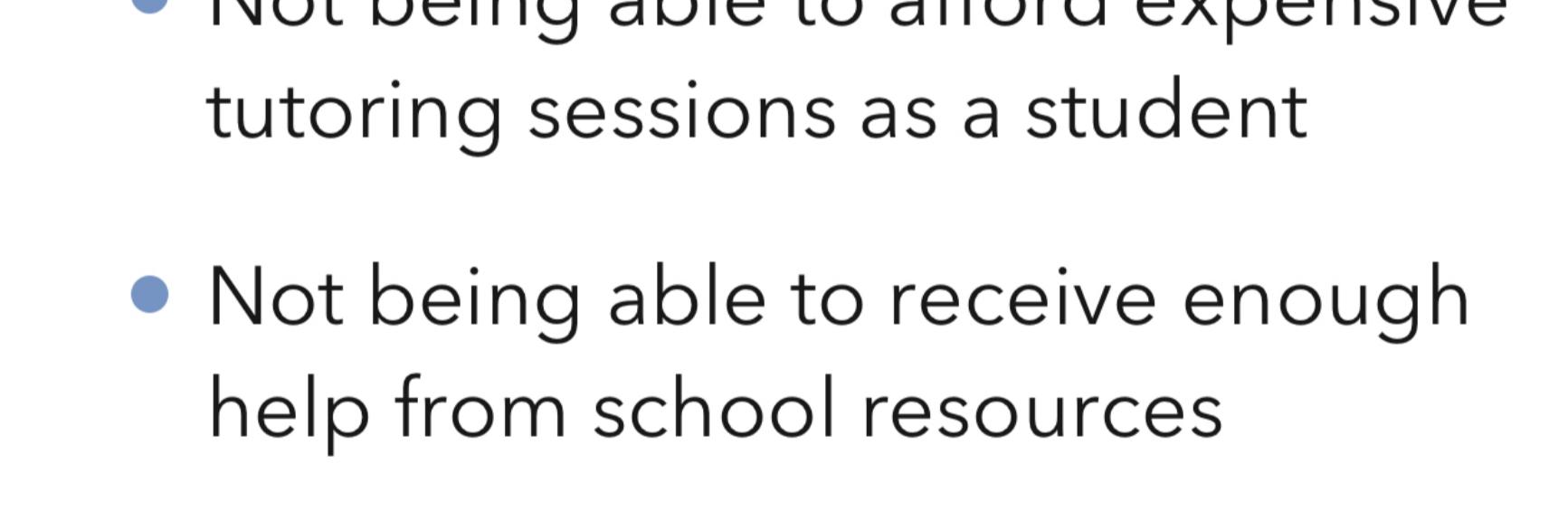
## FRUSTRATIONS

- Not being able to find the classes that he is exactly looking for
- Experience in limitations of online teaching courses
- Found his desired classes but they are too expensive for him to afford

## CURRENT FEELINGS

Concerned Hopeful Depressed

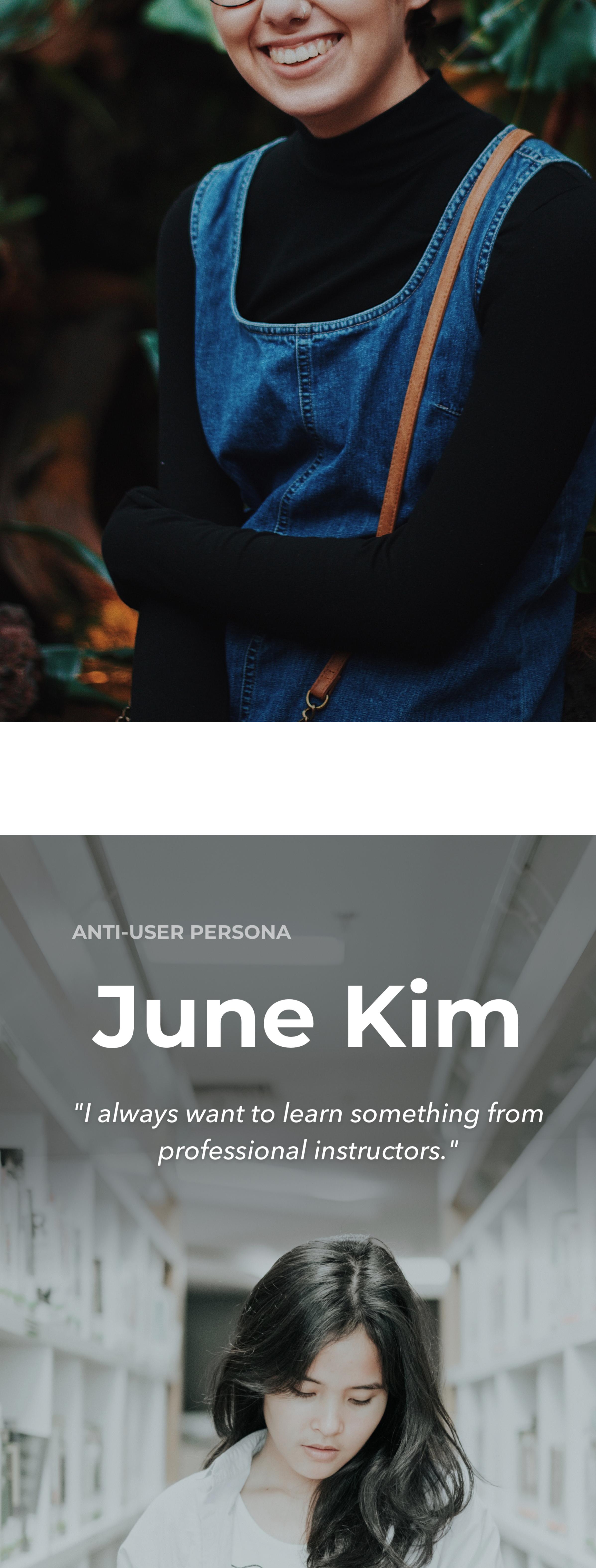
## PERSONALITY



USER PERSONA

# Mia Smith

"I want to learn new things that would specifically help my future career."



AGE 26

OCCUPATION Grad Student

INCOME Less than \$20k

STATUS Single

LOCATION Ann Arbor, MI

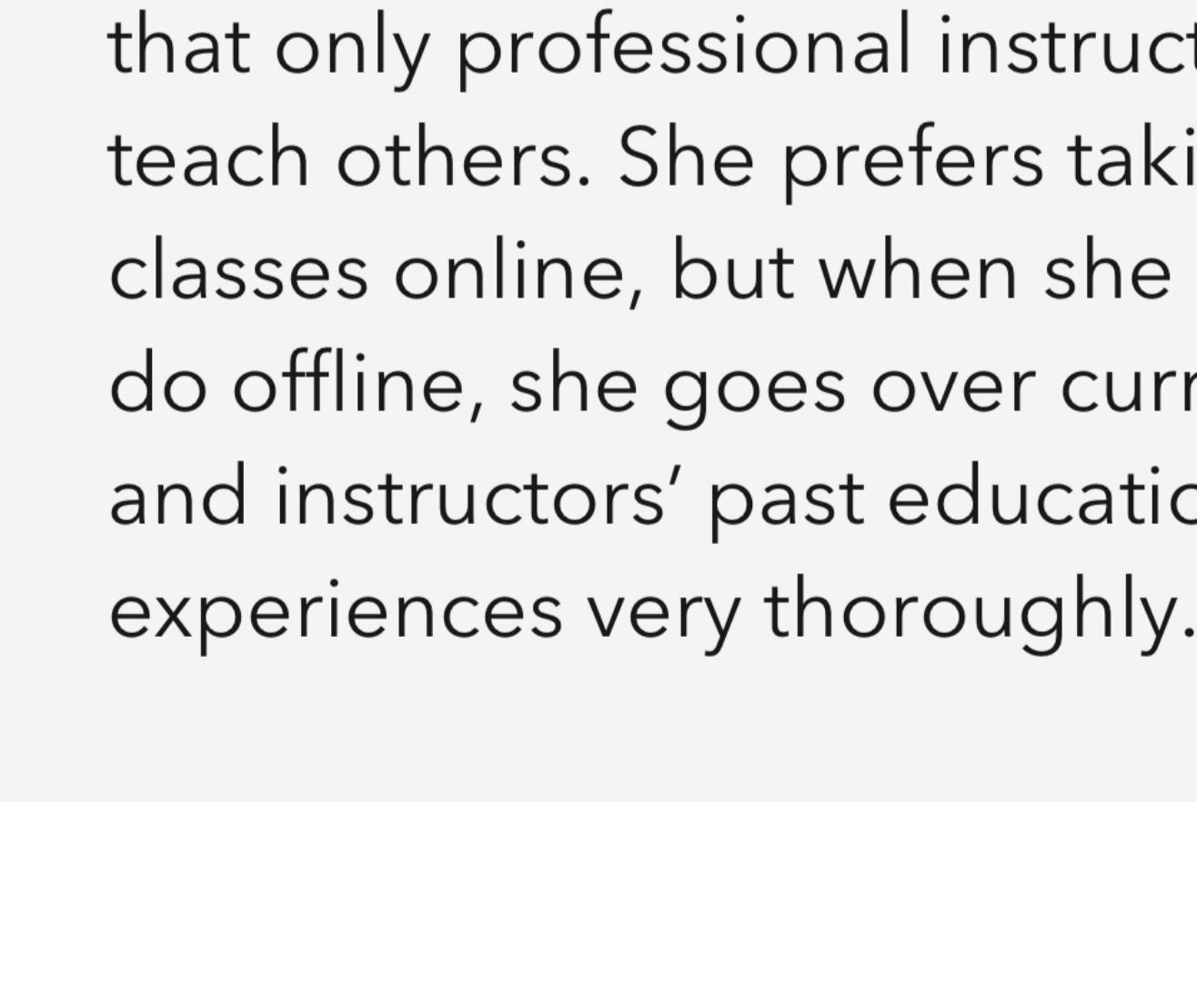
## BIO

Mia is a first-year UMSI graduate student studying Human-Computer Interaction. As she does not have prior experience in coding, she wants to learn more about HTML/CSS, particularly for creating her website. She also wants to learn design tools to become a UX designer.

## GOALS

- Learn HTML/CSS/Javascript to code her personal website
- Learn necessary skillsets for future career more than what she is learning within school program
- Help others needed and share skills if it can be beneficial for both

## MOTIVATIONS



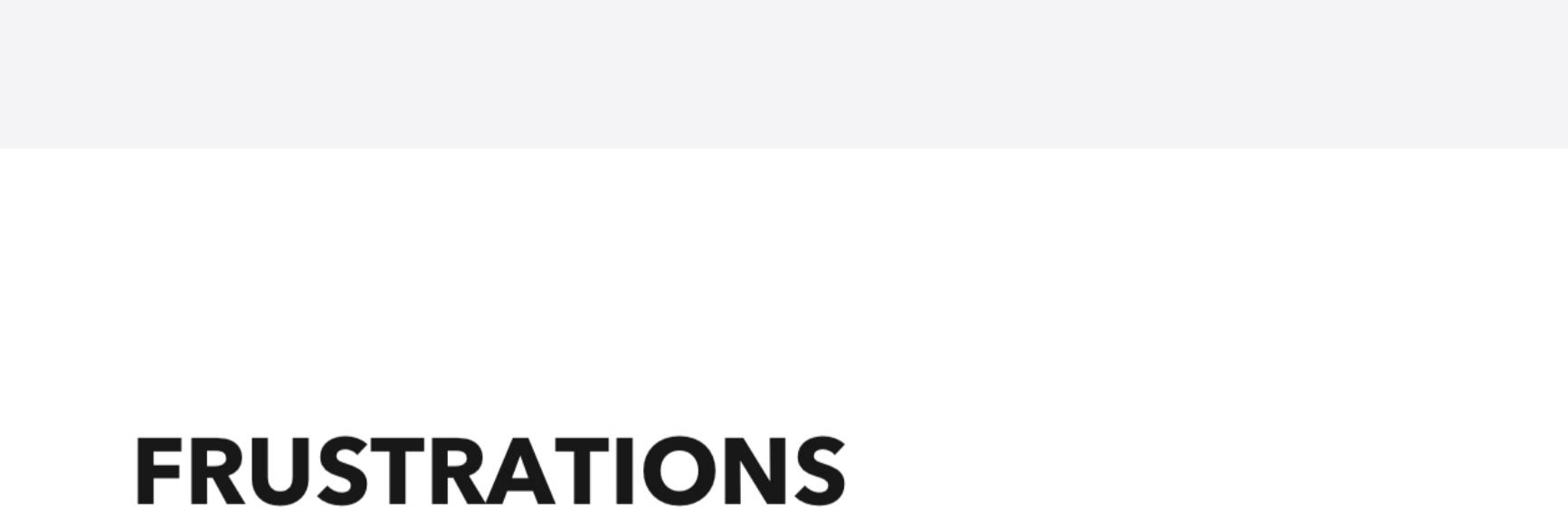
## FRUSTRATIONS

- Hard to find a person who can teach her HTML/CSS/Javascript
- Not being able to afford expensive tutoring sessions as a student
- Not being able to receive enough help from school resources

## CURRENT FEELINGS

Excited Curious Passionate

## PERSONALITY



ANTI-USER PERSONA

# June Kim

"I always want to learn something from professional instructors."



AGE 31

OCCUPATION Ph.D Student

INCOME Less than \$50k

STATUS Married

LOCATION Ann Arbor, MI

## BIO

June Kim is a first-year post-PhD student at UM. She strongly believes that only professional instructors can teach others. She prefers taking classes online, but when she needs to do offline, she goes over curriculum and instructors' past education and experiences very thoroughly.

## GOALS

- Find a right teaching instructors who is professional on courseworks or interesting topics she needed
- Learn knowledge from professional instructors, not an amateur instructor

## MOTIVATIONS



## FRUSTRATIONS

- Hard to find a professional instructor who teaches the exact courses she needed
- Not being able to filter professional instructors on both online and offline due to numerous non-professionals

## CURRENT FEELINGS

Busy Exhausted Skeptical

## PERSONALITY

