Personas

Using the Motivation Model that is generated, we created two personas corresponding to the two types of users for this project. Their goals, frustrations and biography creates a need for this project and their concerns are further addressed in the model.
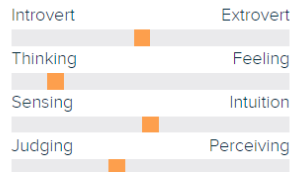
Student Persona

Gloria Baldwin

"I just want to get a decent score with as little work as possible."

Age: **19**
Occupation: **Student**
Qualifications: **High School**
Location: **Melbourne, Australia**

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Motivated   Slow learner   Optimistic

Goals

- Answer the questions using the statement and connector style that her subject lecturer requested.
- Spend as much time as possible studying for this test, and as little time as possible learning the tool that the professor provided.
- Pass the subjects that she is enrolled in.

Frustrations

- Gets overwhelmed when there is too much information presented all at once.
- I shouldn't be spending time learning how to use the tool, it doesn't test my understanding!
- Uploading my written answers is hard, I must take a picture and upload it on the website.
- The professor's tool is too hard to use, it must be downloaded and can't run on a phone.

Bio

Gloria is just a typical student from the University of Melbourne. She must have four subjects at the same time and her transition from high school to university also adds some stress on top of that. Without a homeroom teacher supervising her, she often finds herself cramming just before every test. The subject content is already difficult enough, but her professor has requested her to use a new application to answer questions using "statements" and "connectors" instead of just writing them out. She gets frustrated because the application is another "useless" thing to learn, on top of her already difficult studies, but she has no choice. She wants the process to learn and use the application to be as simple as possible so that she can focus on revision instead of learning how to use the tool.
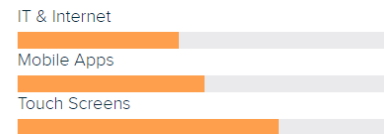
Motivation

Incentive
Fear
Growth
Power
Social
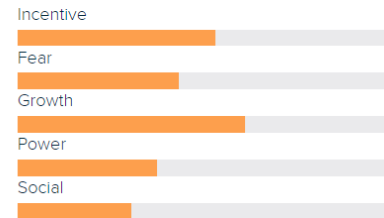
Brands & Influencers

Technology

IT & Internet
Mobile Apps
Touch Screens

Assessor Persona

Henry Paulson

"It is so time-consuming to mark extended response questions."

Age: **46**
Occupation: **Professor**
Qualification: **Doctor**
Location: **Melbourne, AUS**

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving
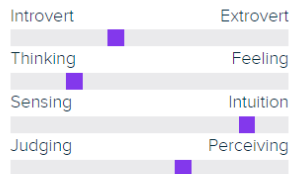
Professional · Educator · Innovational · Capable

Goals

- Reduce the time it takes to mark extended response questions.
- Ask questions in a format not currently available.
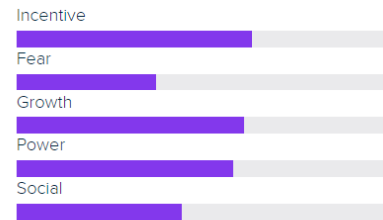- Test students' understanding through novel means.

Frustrations

- Extended response questions take a long time to mark.
- The same extended response can have very different deliveries.
- No current solution is available for his proposed novel type of questions.

Bio

Dr. Paulson is a professor at the University of Melbourne. In addition to his research work, he also teaches undergraduate Science subjects. To test the students' understanding, he often needs to write extended response questions, which require a series of statements that will ultimately lead to the answer. However, the marking process is slow as extended response questions can often be verbose. Furthermore, the variety in the English language allows the same idea to be presented in multiple ways, which makes the process tedious. Adding to this, having to mark hundreds of papers, each with its own variation of the solution can be extremely repetitive. He wishes that the statements can be simplified so that similar statements are the same, or perhaps have some system that can automate the marking process. However, Dr. Paulson has very little time and no experience with software development, so this might be a distant dream for him.

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers

THE UNIVERSITY OF MELBOURNE · Google · slack

Preferred Channels

Science TV Channel

Web app

Internet