

# INFO 246 – User Experience Design

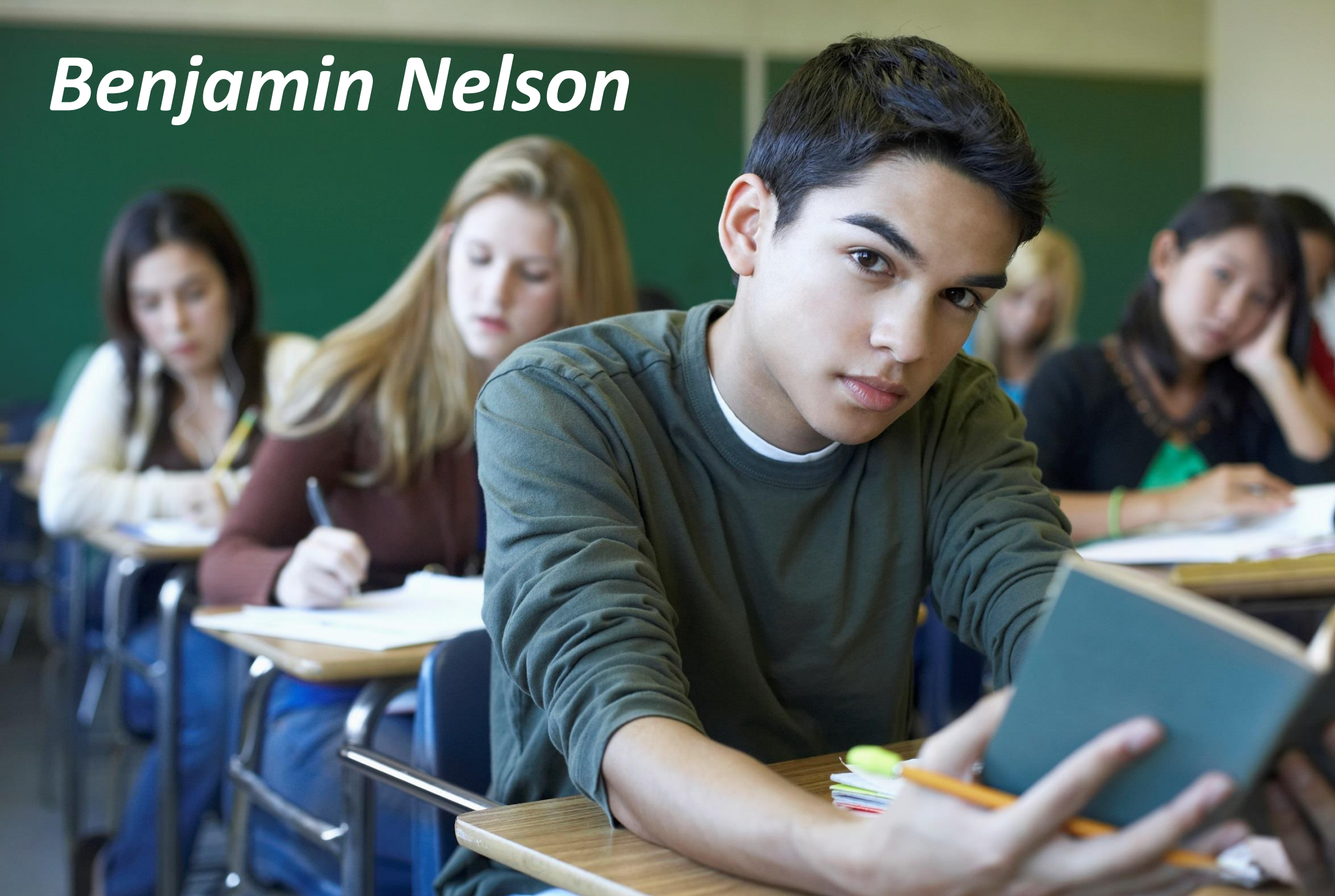
Assignment – Personas Design

Student Name: Tianfu Yuan

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Due Date: 16<sup>th</sup> August, 2015 23:59

# Benjamin Nelson



**Quote:** *"I like play rugby with my friends."*

## Stats:

Name: Benjamin Nelson

Age: 16

Occupation: High School Student

Status: Single

Location: Kelburn, Wellington

primary personas

## Key goals

- I like share my status on social network/media
- I like manage my work on my mobile phone
- I want immediate get response from network
- I like to know what others are doing

## Behaviors

- Using mobile phone all the time
- Sharing status with friends
- Link with social network/media
- Get update from website

## ✓ We must

- Provide service on mobile phones
- Able to manage friends
- Sharing status on social network/media
- Keep information update

## ✗ We must not

- Require computer use
- Request complex instructions
- High network traffic demand



# Rachel Adams



**Quote:** *“It would be good if we have a system that allow us to save our time when we doing work.”*

## Stats:

Name: Rachel Adams

Age: 35

Occupation: Administrative Support Manager

Status: Married

Location: Wellington CBD

## primary personas

### 🔑 Key goals

- Help my colleagues if they needs me
- Achieve work efficiency
- Establish good relationship with my colleagues
- Good communication skills
- Enjoy work, not get bored

### 👤 Behaviors

- Most of time working on computer
- Manage work via computer
- Need a plan before work
- Put work into ordered

### ✓ We must

- Provide service on computer
- Provide check list function
- Allow user to manage their work
- Allow user make a order with their lists

### ✗ We must not

- Random order user's list
- Complex instructions to create a list



# Lula Morgan



**Quote:** *“I like take care of my children and my family, and also I like cooking.”*

## Stats:

Name: Lula Morgan

Age: 31

Occupation: Housewife

Status: Married

Location: Newtown, Wellington

## primary personas

### 🔑 Key goals

- Cooking new food with new recipes
- I like share my food with friends
- I like to prepare before I try
- I want to know what others opinion

### 👤 Behaviors

- Using portable devices, like mobile phone, tablet, etc.
- Stay at home
- Sharing plans on online group
- Shopping at nearest supermarket

### ✓ We must

- Provide service on portable device
- Provide offline mode
- Post useful information on online
- Provide location function (GPS)
- Manage family members

### ✗ We must not

- Complex instructions
- Complex functions
- Automatically create list





*Joanne Bradley*

**Quote:** *"I like study at library because I can find useful information at there."*

**Stats:**

Name: Joanne Bradley

Age: 20

Occupation: University Student

Status: Single

Location: Karori, Wellington

**Key goals**

- I like manage my personal check list
- I like take note if it important
- I like to know what others are doing
- I want immediate access to library

**We must**

- I like manage my personal check list
- I like take note if it important
- I like to know what others are doing

**Behaviors**

- I like manage my personal check list
- I like take note if it important
- I like to know what others are doing
- I want immediate access to library

**We must not**

- I like manage my personal check list
- I like take note if it important
- I like to know what others are doing

**secondary personas**





**Kevin Barnett**

**Quote:** *“Success is nothing more than a few simple disciplines, practiced every day.”*

**Stats:**

Name: Kevin Barnett

Age: 46

Occupation: Supermarket Cashier

Status: Married

Location: Mt Victoria, Wellington

🔑 **Key goals**

- I like to share story with my customers
- I like to know that others are thinking
- I want to get information from newspaper
- I do not want to use new technology

👤 **Behaviors**

- Get text message on the mobile phone
- Likes searching for new stories
- Write down the important notes on paper
- Working at supermarket all day

✓ **We must**

- Provide service on paper
- Send update via SMS
- Publish useful tips on newspaper

✗ **We must not**

- Publish on smart phone
- Put everything online
- Expensive hard copy book





# Marsha Simmons

**Quote:** *“Life is a dream for the wise, a game for the fool.”*

## Stats:

Name: Marsha Simmons

Age: 26

Occupation: Hotel Cleaner

Status: In relationship

Location: Te Aro, Wellington

## 🔑 Key goals

- I like keep clean
- I want to know customers feedbacks
- I want immediate to access my calendar
- I wan to know what happens next

## 👤 Behaviors

- Using mobile phone all the time
- Moving around
- Sharing information with friends
- Get papered for my work

## ✓ We must

- Provide service on mobile phone
- Manage friends
- Link with social network/media

## ✗ We must not

- Request complex interactions
- Require computer use
- High network traffic demand

secondary personas