Creating Personas

Myself vs. Hypothetical User
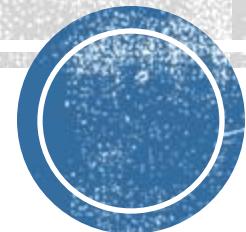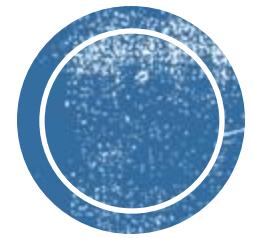
First Impressions

- Name:
  - Elora Roberts

- Quotes:
  - "I don't like change."
  - "I was finally getting used to BlackBoard!"

- Role:
  - Graduate Student at Quinnipiac University
  - Enrolled in Interactive Media & Communications Program

- Demographics:
  - Online student

Motivation & Behavior

- Goals:
  - Maintain a high GPA
  - Complete assignments on time
  - Stay connected with current classes
  - Graduate with MS degree
  - Enter the media/entertainment industry with data science

- Journey:
  - Checks emails daily
  - Makes a calendar of due-dates
  - Works on assignments
  - Attends Zoom meetings

Motivation & Behavior

- Motivation vs. Ability:
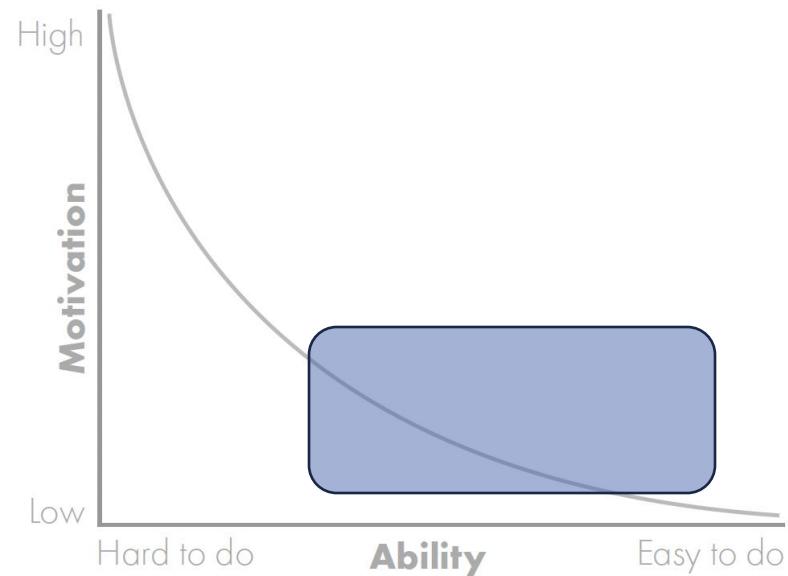
- Motivating Factors:
  - high GPA, degree completion

- Inhibiting Factors:
  - procrastination, rather be doing something else

- Possible Triggers:
  - taking more classes

Influencers

- Influencer 1: Self
  - Wanting to get a Master's Degree

- Influencer 2: Parents
  - Wanting to make them proud

- Influencer 3: Future Job
  - Possibly higher salary

Environment

- Context 1: Laptop
  - Majority of assignments are completed via laptop
  - Bigger screen with more features available

- Context 2: Phone
  - Most email notifications are seen first on phone
  - Used to check something in a pinch

- Context 3: iPad
  - Mostly used in conjunction with either laptop or phone
  - An in-between of both devices

Persona Family

- Related Personas:
  - A - Professor
  - B - Other students in the same class
  - C - Other students in the same program
  - D - Undergraduate students
  - E - Other graduate students in different programs

- Persona Matrix:

More Gain

D

E   BC

A

Less Necessity   More Necessity

Less Gain
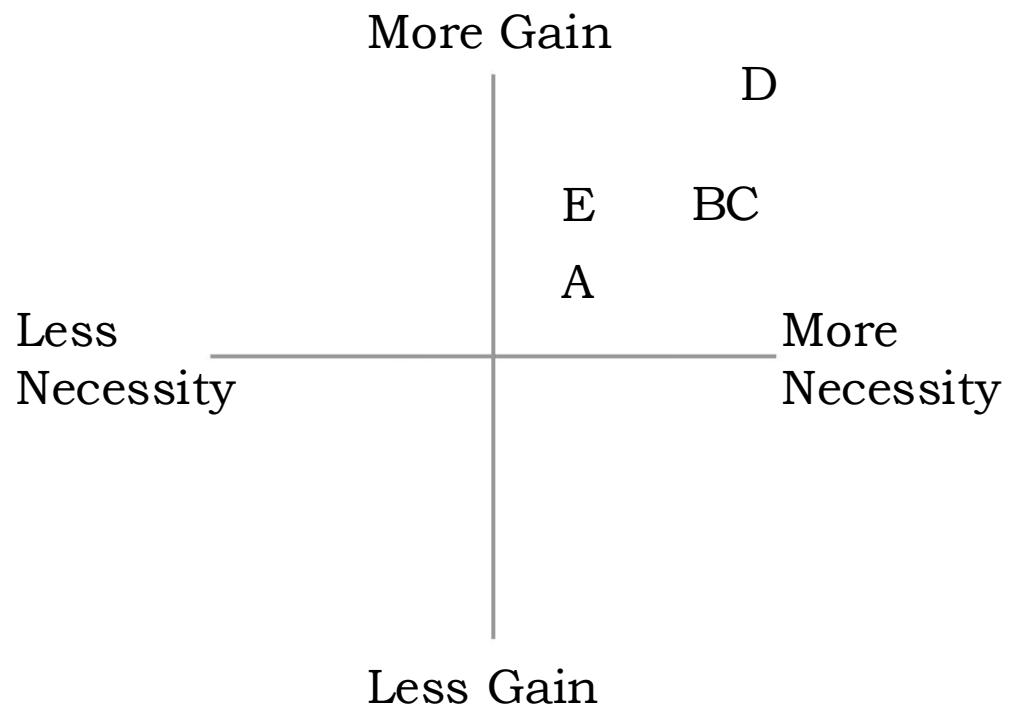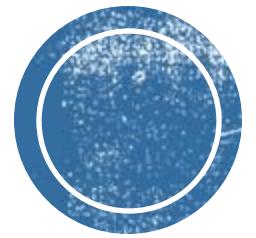
Hypothetical User

First Impressions

- Name:
  - Jane Doe

- Quotes:
  - "Canvas is so easy to use and navigate!"
  - "It has features for me to teach more productively."

- Role:
  - professor of a graduate program at Quinnipiac University

- Demographics:
 - teaches 2 sections of 3 classes both online and in-person

Motivation & Behavior

- Goals:
  - Assign students assignments
  - Stay organized throughout the semester
  - Post class announcements efficiently
  - Grade assignments easily
  - Put resources in reasonable places

- Journey:
  - Had separate folders for each week
  - Sent out mass emails
  - No more paper copies

Motivation & Behavior

- Motivation vs. Ability:

High

Motivation

Low

Hard to do   **Ability**   Easy to do
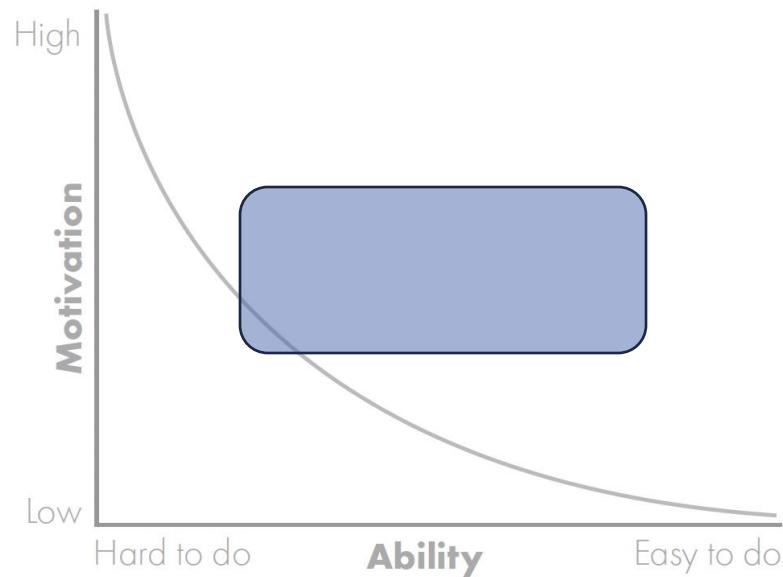
- Motivating Factors:
  - Paycheck
  - Helping students succeed

- Inhibiting Factors:
  - Not easy to use

- Possible Triggers:
  - Grading may be overwhelming
  - Fall behind

Influencers

- Influencer 1: self
  - Want to do the job well

- Influencer 2: students
  - Want to do right by them

- Influencer 3: colleagues
  - Help with tips and tricks to make the job easier

Environment

- Context 1: In office
  - Multiple monitors make it easier to navigate

- Context 2: At Home
  - Used at night or on weekends (when not on campus) to grade

- Context 3: On phone
  - Used in "emergencies" to send out important announcements

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- Persona Matrix: