

PROJECT: CREATING PERSONAS

LESSON 1: DEFINING UX/UI

Using the following information, create a persona for four individuals that may use the Bradford School application. Remember, a school is not only made up of students, and this application may have several target audiences.

Persona's Name:

Where were they born?

Where did they grow up?

What kind of neighborhood do they currently reside in?

What did their parents do for a living?

Any siblings?

Where do they fall in the birth order?

What is their racial/ethnic heritage?

What were their favorite activities as a child?

Age:

Gender:

What city do they currently live in?

What type of housing do they currently live in?

Are they planning to live in the dorm?

If so, why?

What type of elementary, middle, and high school did they attend?

What was their favorite subject in school?

What type of grades did they get in school?

Do they enjoy learning new things?

Do they have a lot of friends, a few close friends, or no friends at all?

Did they get in trouble at school?

What major have they decided and why?

What are their goals for college?

Why are they attending college?

What are their fears about college?

What as their first job?

What is their current job?

How did they arrive at their current position?

How long do they stay in a given job, on average?

Do they like the work they are assigned?

What is their dream job?

Income:

Relationship status:

Is this the relationship status they would prefer?

Household size:

Children:

Pets:

Do they enjoy traveling?

Religion:

Political Orientation:

Do they make an effort to stay fit and healthy?

Do they care about their personal appearance?

Hobbies:

Favorite TV show:

Favorite music:

Morning person or night owl?

What is the first thing they do in the morning?

Cook at home or eat out?

How do they spend their weekends?

What are their favorite stores?

Do they read for fun?

Smoker?

Drinker?

Tech-Savvy?

What social media outlets do they use?

What are their core values? Things they will fight for?

What tribes do they belong to? (Coffee drinker? Smartphone users? Apple enthusiast?)

Introvert or extrovert?

Optimist? Pessimist?

Are they an innovator or do they tend to go with the flow?

Are they spontaneous or do they prefer pre-determined plans??

How affected emotionally are they by other's judgements?

Are they motivated?

What would make them think they were a failure?

What would it take to make their dreams come true?

How can we solve their unique challenges?

What factors might make them choose one product over another?

Persona's Story (include a photo of persona)