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| Persona type | Regular |
| Name | John Eldrich |
| Age | 18 |
| Location | New Jersey |
| Technical comfort | Expert |
| Job Title | Student |

 Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- John is a new student in NYIT who is starting his freshman year soon. He currently works in a supermarket to save up money to help with his college expenses. Although he is fairly familiar with technology, he just graduated high school so he does not have any experience with school portals. In his spare time he enjoys to read science-fiction novels and play video games, so he uses multiple devices to access the website.

Motivations

How have they found or heard about the website/service? Why would they be interested?

- Has to use the website to access school material.
- Wants to get the best college experience by taking advantage of opportunities presented in the school website
- Wants to get everything done on time, does not want to fall behind

Goals

What do they want to get out of this service? What are they aiming to achieve?

- Easy enough navigation so he can use the website without any help from school staff
- Be able to access everything school related he might need
- Be able to receive and submit his work
- Contact school personnel through the use of the website when he needs assistance

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- The things that would stop John using this service would include:
- His inexperience with such websites
- Confusing layouts
- Too many different sections and difficult navigation
- Constant pop-up windows
- Technical difficulties

Quote

We'll know we've done a good job when this persona tells us

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As a first time user, I was fairly easy to learn and navigate through the NYIT portal.

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