



Persona type

Name Ringo

Age 20

Location NYC

Technical comfort

Job Title Student (international student)

✂ Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- She wants to learn how to create a website
- She wants to get a job
- she has to keep her international student visa status
- She wants to go to school where has good reputation and quality

Motivations

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

- She searched where she can learn how to create a website
- She found that Baruch has 1 year certificate course in web design and development
- Baruch offers OPT after the course finished
- She can also keep her international student visa status while taking the course (with I-20)

Goals

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

- learning how to create a website
- taking all the benefits that the school offers (attending workshops, student discount)
- getting good grades
- making her resume strong
- getting a job
- ^{or} taking an advanced education
- having good school life
- saving money
- saving time

Barriers

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

- The website doesn't offer proper information.
- Not easy to find information about admrssion online.
- Old facilities
- seperated campus
- No cafeteria
- No student discount in the school bookstore
- poor internet connection
- Tuition payment methods
- expensive tuition
- No tuition installment plan
- lack of services for students (pool, gym, yoga class..)
- Only 6 train passing the closest station

Quote

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

“ Put yourself
in the students'
shoes

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