



Persona type	Proto
Name	Sid Wilson
Age	20
Location	New York
Technical comfort	Advanced
Job Title	Student

 Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- Sid is a graphic design student currently in his second year of college. Other than school, he enjoys making music and watching shows. He has been using technology since he was a little kid so he is comfortable with any digital device. He likes the ease of online registration in that is in the school portal.

Motivations

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

- Lives far away from the school, online registration saves time and money
- Doesn't like interacting with strangers too much
- Finds school bureaucracy frustrating

Goals

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

- Ease of access and navigation in the registration part of the portal
- No constant errors
- Saving the trouble of going to campus to register
- Registering without dealing with many people
- To be able to use it without external help

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 Sid using this service would include:
- constant errors while trying to register
- long loading pages that might frustrate him
- inconvenient navigation throughout the portal
- constant redirection to other pages
- visual cluster of design that complicates things

Quote

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

“

I have been able to use the portal to register without additional help from school personnel.

”