



Persona type

Name Ariel

Age 62

Location New York, NY

Technical comfort Software Engineering

Job Title Professor

✂ Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- Works at a college in NYC.
- Interested in programming/software development.
- Has to assign assignments remotely due to COVID.
- Older

Motivations

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

- Found out about website from other schools.
- Other professors mention ~~to~~ the service.
- They are interested b/c it is for school.
- The website seems easy to use.

Goals

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

- Want to assign projects easily.
- Wants to grade his students easily.
- Want their grading system to be organized/easy.
- Wants students to understand how to use the system.
- Wants files to be accepted when they are submitted.
- Does not want emails from students saying the service is hard to use.

Barriers

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

- There are too many options on the site.
- The website is too crowded.
- Other professors are not using it.
- Students complain about using it.
- The service does not keep them organized.
- Assignments are hard to assign/find.

Quote

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

"I'm not great with technology, but this service was very easy for me to use."

