

# PERSONA: DENISE

Denise is a 34 year old woman who lives with her husband and their 8-year old son. She is a part time student resource assistant at the local University. When she is not working, she is busy taking care of household chores and spending time with her son.

Because of her busy schedule, Denise often finds herself swamped with too many tasks. However, she hopes that her newly acquired PDA will help her better manage her time.

At work, Denise can often be found replying to emails and corresponding with employers looking for fresh new talent. She also promotes and hold resume and cover letter workshops for students.

Denise wants the best for her family, especially her young son and she is often going out of the way to make sure that he gets the best childhood he can.

Family

Chores

Future

personas are fictitious characters that represent different user types within a target demographic

# PERSONAS

## Persona Comparison Sheet

### Denise



Never wants to miss her 8-year old son's hockey games

Likes to have the company of her family at home

Can hardly wait until her friends are free to go out shopping

Worries about the welfare of her family and her ability to cope with duties

Works as a part time student resource assistant

The student interaction is a welcoming break for her sometimes

Is not afraid to learn new technology and software

Wants to have a happy family and see her son succeed

### April



Enjoys watching documentaries on culture and history

Likes the peace and quiet from living alone by herself

Is always eager to try out different dishes whenever she eats out

Concerned that she doesn't have a proper diet and inadequate exercise

Works as a Science program advisor

Wants to improve and provide better service to students

Has to ask someone else to perform certain database tasks

Waiting to retire so she can go on a long travel vacation

# PERSONA: APRIL

April is 49 years old and lives with her cat. She works fulltime at the University as a work-study coordinator. She likes to indulge herself in spiritual and cultural enjoyment from books and movies.

Even though she prefers to work independently, April welcomes the student interaction. Her favorite part of the job is to see students develop personally and professionally.

Instead of coffee, April prefers to start her day with a bag of organic Earl Grey. She also loves to indulge herself in fine dining, especially during Dine-Out season.

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Tasks

Quality

Career

## CULTURAL PROBE ANALYSIS REPORT

### PROBE DISCOVERY MAP

