Persona Worksheet

A template to guide you through the discovery phase.

[Picture here]
randomuser.me

1. James, Graduate Student

Basic Bio (Age, Occupation, General Experiences)

James is a 25 year old graduate student studying architectecture at Yale. He is in his first year and moved to New Haven from Virgina, where he completed his undergraduate degree. He wants to meet more architecture, design, and art students, and would like to explore the New Haven area.

Motivations & Anxieties
(Relevant interests or motivations, relevant anxieties;. e.g. "worried about the complex process of applying to graduate school," "extremely interested in pursuing specialized area of biology," etc.)

- Anxious about the rigorous architecture program and managing his schedule

- Eager to learn more from the faculty and his peers

- Interested in pursuing other liberal arts studies in his free time (e.g. art history)

Immediate Goals
(Tasks that can be accomplished on the site: "Register for an event," "Read about a course," etc.)

- Would like to read about the faculty and their work experiences

- Interested in attending events hosted by the arts school

- Would like to read about summer programs and internships

User Goals
(Goals that don't have to be accomplished on the site: "Become a better teacher," "Improve writing skills,")

- Wants to improve his skills with autoCAD and 3D printing

- Would like to improve painting and drawing techniques

- Would like to start a student interest group for architecture, design, and art students
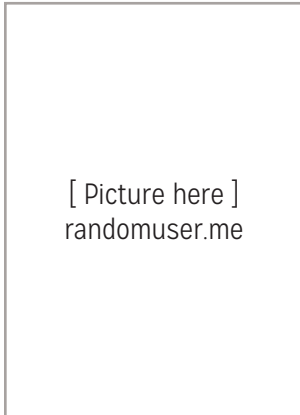
Experience Goals
(How they want to feel after using the site: "confident that he/she can answer questions about xyz," etc.)

- Excited about the upcoming student events

- Confident about the summer program requirements and expectations

- Confident about his expectations for the architecture program

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2. Thea, Undergraduate Student

Basic Bio (Age, Occupation, General Experiences)

Thea is a 21 year old undergraduate student studying architectecture at Yale. She also loves studying fine arts and art history, and wants to get a degree in art history. She participates in a wide array of extra-curricular programs (FLY, A Capella, etc.) and works part-time at Yale.

Motivations & Anxieties
(Relevant interests or motivations, relevant anxieties;. e.g. "worried about the complex process of applying to graduate school," "extremely interested in pursuing specialized area of biology," etc.)

- Interested in participating in arts events at Yale and in New Haven
- Would like to host a small gallery event for incoming arts students
- Anxious about being able to pursue art history while also pursuing architecture

Immediate Goals
(Tasks that can be accomplished on the site: "Register for an event," "Read about a course," etc.)

- Would like to attend a networking event for architecture students
- Interested in attending a particular lecture
- Wants to register for a summer course

User Goals
(Goals that don't have to be accomplished on the site: "Become a better teacher," "Improve writing skills,")

- Would like to become a better a capella singer
- Wants to eventually create a publication for the art students to contribute to
- Wants to be more invovled in FLY and multi-cultural organizations

Experience Goals
(How they want to feel after using the site: "confident that he/she can answer questions about xyz," etc.)

- Confident about summer course registration process
- Excited for the upcoming networking event
- Interested in meeting certain faculty members to discuss art & architecture