

Eric Gonzalez



"Accessing the information I need to succeed should not be difficult"

Age 18
Occupation Student
Status Single
Location East Brunswick, NJ
Tier Undergraduate

GOALS

- ❖ Pass classes
- ❖ Find syllabus and course material with ease
- ❖ Stay motivated

FRUSTRATIONS

- ❖ Unnecessary information
- ❖ Feeling incompetent
- ❖ Wasting time trying to figure something out

BIO

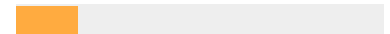
Eric is an impatient freshman Bio major who is not tech-savvy. He wants to stay informed about course material and exam dates. Because Eric loves to text during his Genetics lecture, he'll need to review the lectures and resources online before his exam date.

TECHNOLOGY

IT & Internet



Software



Mobile Apps



Social Networks



PERSONALITY

Introvert

Extrovert

Sensing

Intuition

Thinking

Feeling

Judging

Prospecting

Dr. Erin Smith



"If something works, why change it?"

Age 59
Occupation Professor
Status Married
Location Princeton, NJ
Tier Graduate

GOALS

- ❖ Educate her students
- ❖ Make course material easily accessible to her
- ❖ Make students experience the best possible

FRUSTRATIONS

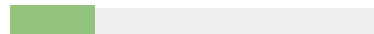
- ❖ Being obligated to learn a new system
- ❖ Changing an old system that works
- ❖ Having to depend on technology

BIO

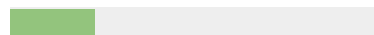
Dr. Erin is a tenured professor at Rutgers University. She has a strong dislike towards change. She finds new interactive sites intimidating. Even in modern times, she still passes out handouts because she is a firm believer of educating students by printed paper. She often lectures her great distaste towards technology

TECHNOLOGY

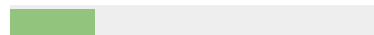
IT & Internet



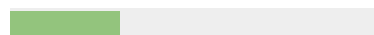
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Tom Porcaro



"Good design makes a product more desirable and therefore promotes use"

Age 35
Occupation Freelance Developer
Status It's Complicated
Location East Brunswick, NJ
Tier Graduate

GOALS

- ❖ Obtain Masters in IT
- ❖ Build a strong company
- ❖ Get the most for his money and education
- ❖ Maintain his reputation

FRUSTRATIONS

- ❖ Sloppy Design
- ❖ Lack of information
- ❖ Having to ask for help

BIO

Steve is new to the Rutgers System. He is pursuing his Masters in IT after having received his Bachelors in IT from PSU. He is specializing in Web Design and User Experience. His flawless attention to detail makes him catch every mistake in the debugging process.

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