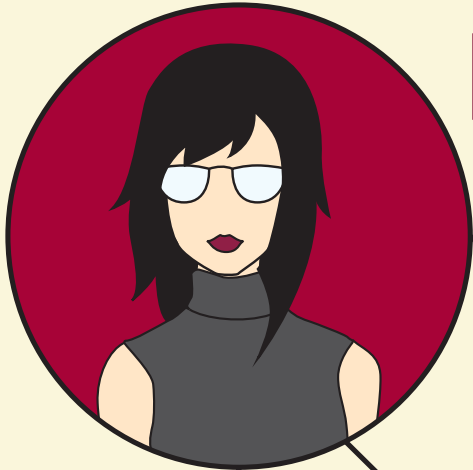


THE PERSONAS

INFORMATION KEY

- PRIMARY CHARACTERISTICS
- SECONDARY CHARACTERISTICS
- TERTIARY CHARACTERISTICS
- COMMON TRAITS

PRIMARY



23 YRS OLD
TRANSFER
STUDENT

VERY PROFESSIONAL
HIGHLY EXPERIENCED
IN DEGREE WORKS

LOVES TO DRINK
COFFEE AND
READ BOOKS
IN CAFE'S

LISTENS TO
JAZZ AND
POP

IS VERY DIRECT
AND KNOWS
WHAT TO DO

VERY EAGER TO
LEARN HOW TO
USE PROGRAMS

VERY ORGANIZED
BUT KNOWS WHEN
TO BE FUN

EATS VEGAN AND
VEGETARIAN
FOODS

NO CRASHES

EASY TO
NAVIGATE

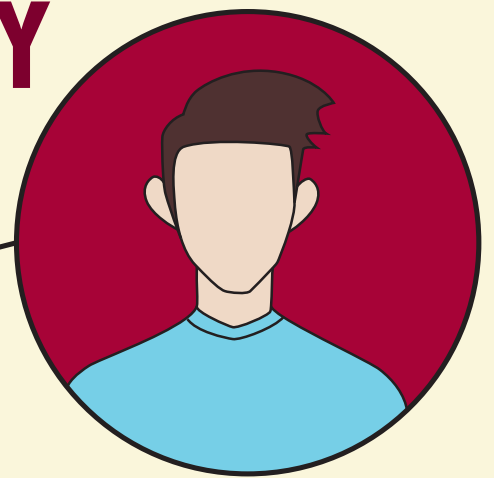
EASY
ACCESS

DESIGN SHOULD
BE ATTRACTIVE
AND MINIMAL

NOT
OVERWHELMING

UP TO
DATE

SECONDARY



VERY HIPSTER
LIFESTYLE

AGES 19-21 YRS
OLD STUDENT
OF MSU

NEEDS TO KNOW
WHEN TO
REGISTER

LISTENS TO
CHILL VIBES
AND R&B
MUSIC

MORE OUTGOING
LAID BACK, AND
RELAXED

PART TIME STUDENT
FULL TIME WORKER

AGE 25-35
GRADUATE
STUDENT

FAIRLY FAMILIAR
WITH THE
DEGREE WORKS

ALREADY HAS
A CAREER

LIKES LIVE MUSIC

HAS ALREADY
SETTLED DOWN

LIKES TO WATCH
VIDEOS ON
YOUTUBE, HULU
AND NETFLIX

USES DEGREE WORKS
TO SHOW THEIR
PROGRESS TO
EMPLOYERS

LOVES TO
TRAVEL

TERTIARY