Community User Persona

Bill is 38 years old. Immediately after graduating high school he started working as a machinist in a local factory. He was recently laid-off from his job. Bill does not own a computer or smartphone. Bill lives close to the Metropolitan State University Library and appreciates that he can access a computer so close to home. Bill primarily uses the library computers to access e-mail and Facebook, play video games and visit YouTube.

He used a computer in high school but never for his job. The last time he had to look for work he didn’t need a resume and the job search was done in person. He has never filled out an online job application. Online resume templates look tempting but soon after he filled one out he realized he needed to pay to be able to print or send it. Bill is intimidated by technology and feels he is not smart enough to learn to use it. Bill just wants to find a job and get back to work. Computers have never played a large role in his life nor the lives of those closest to him.

Advanced Tech Student Persona

Wendy is in her early twenties. She is a second year student at Metropolitan State University. She is currently enrolled in the Psychology program as a full-time student. Wendy shares an apartment with 2 other twenty-somethings, one of whom is studying web development. Wendy uses a tablet to take notes in her classes. She keeps her work and class schedule programmed into her smartphone which is synced to her tablet. She prefers digital versions of assignments over hard copies and turns in homework via D2L or e-mail as often as possible.

Wendy works part-time as a receptionist in a mental health clinic. A job she discovered via the Career Center blog. At work she regularly uses Word, Excel and Outlook on a desktop computer. She frequently uses her H:Drive and cloud-based services to sync her work across multiple devices.
She uses **Orgsync**, and social media to engage with the university and student organizations (Psychology Club). She also searches for financial aid and scholarship opportunities, internships, and other development opportunities online.

Wendy comes into the computer lab at the library to print and to use programs that she chooses not to purchase for her home computer or tablet such as SPSS. She typically receives all the instruction she requires to complete assignments using new software in class or via YouTube or **Lynda.com**. She visits the reference desk to get ideas of where to search for information, but once she is pointed in the right direction she confidently navigates library resources and the internet. Wendy visits many different websites a day. She enjoys trying out new apps and software.

**Basic Tech Student Persona**

Ahmed is a 49 year old immigrant to the United States. He has lived here for 2 years and decided to start working on a business degree in order to find more fulfilling work. He attends school at Metropolitan State University part-time and works full-time as a parking attendant. Between school, work, and his family he stays very busy.

Ahmed has a smartphone. He uses his smartphone to access his email, D2L, and even to write papers. He feels comfortable using his smartphone but there are assignments he cannot do on his phone. He only has access to a computer through the school. Ahmed does not have any close friends or family that are proficient with computers. He spends much of his time using the library’s computers because he knows he can get assistance there if he needs it. He uses the school computers for registration, searching the web, completing homework, printing notes, creating presentations, taking tests and quizzes in D2L, accessing library materials, and accessing the e-textbook the instructor assigned for one of his classes.

By only having access to computers at school he feels he rushes many of his assignments and misses out on opportunities to get more out of his college experience. He is intimidated by technology but determined to learn more. He understands that using computers is very important both to be successful in school and to be successful in his future career. He has enrolled in the **MIS 100** course to learn how to use
computers and in particular, the Microsoft Office suite (Word, Excel, Outlook, Access). Sometimes he struggles with understanding the content and completing the course exercises.