

IV. Analysis

A. Persona Development

The persona based on the developing methods which have been described in the previous chapter. This persona works as an example user for the whole project. Its character is shaped by realistic intentions and needs of a student of the Fhp website.

Answers for Designing the Persona

OBJECTIVE	ANSWERS
Purpose/ Vision of Website	<ul style="list-style-type: none">- Provide informations for design students, applicants, staff- Organise and guide students for their course of studies
User Description	<p>PERSONAL</p> <ul style="list-style-type: none">- Average age: 26- Gender: Female and male- Average level of education: Fachhochschulreife <p>PROFESSIONAL</p> <ul style="list-style-type: none">- Work experience: 0 - 3 years- Professional backgrounds: Design student, working student, intern, apprentice or freelancer- User goals: Inform about news, dates, organizational matters, course catalogue, examination regulations, web-mail, library catalogue ...- Second platform for informations: fhp.incom.org- Users access: Desktop from home, or mobile during transport, no specific time <p>TECHNICAL</p> <ul style="list-style-type: none">- Technological devices: Laptop, computer or smartphone- Software: Safari, Google Chrome, Firefox (Internet browsers)- Web time: 150 - 300 min <i>Statista: Average Web time 149 min, ARD/ZDF online survey, 2017</i>
User Motivation	<ul style="list-style-type: none">- Motivated by course of study and degree- Looking for information- Needs easy and quick access to dates, news and organizational matters ...

Note: The answers focused on students of the design department.

The Persona

The persona represents an average Fhp design student. The information base on statistics provided by university statistics and personal experience as a design student.



Persona	Interface Design student of Fachhochschule Potsdam
Fictional name	Julia Schulz
Job title/ responsibilities	Design student Working student
Demographics	26 years old Single Residing in Berlin Living in an apartment-sharing community
Goals and tasks	<ul style="list-style-type: none">- She is focused, goal-oriented within a strong affinity for design.- Moreover she is interested for other cultures and traveling.- One of her concerns is to achieve Bachelor degree during half-time working in design agency .- Spends much time for transportation. For visiting university courses she spends over 6 hours for public transport per week.- Loves the cultural opportunities of Berlin.

Environment	<ul style="list-style-type: none">- She is digital native and using computer and mobile phone every day.- She refers to herself as a heavily Internet user.- She uses Safari and Google Chrome as main internet browsers.- She has professional skills with Adobe Creative Suite and is speaking English well.- During public transport, for quick informations and social media activities her main devices is the smartphone.
Quote	»Choose a job you love, and you will never have to work a day in your life.«
