TRANQUIL

UX MAP & PERSONAS

JACK FORTHMAN | GABI LEWIS | PAIGE SEARLES | KELLY HUANG | DALENA YONAS

USER PERSONA

Average Alex

AGE

18

YEAR

Freshman

MAJOR

Undecided Business

ABOUT

Meet Average Alex, the typical freshman student navigating college life while pursuing an undeclared business major. His main goals revolve around managing coursework effectively and achieving good grades on exams. However, he often finds it challenging to focus on his studies due to the myriad distractions that come with college life, such as his phone, new friends, and the constant hustle and bustle of studying around others in noisy environments.

GOALS

- Complete homework assignments on time
- Achieve good grades on exams and quizzes
- Explore various introductory business courses to discover academic interests.

PAIN POINTS

- Struggling to stay on top of homework assignments and deadlines.
- Adapting to the challenges of college-level exams.
- Navigating the path to choosing the right business major while managing coursework.

PERSONALITY

Messy — Organized

Self-motivated — Procrastinator

Cramming — Consistency

“It is easy to get distracted here! I struggle to focus in the dorm but like to study alone.”

USER PERSONA

Busy Beth

AGE

21

YEAR

Junior

MAJOR

Cellular Biology

ABOUT

Meet Busy Beth, the embodiment of a hyper-involved, overachieving student. With a premed and cell biology major, her calendar is packed, and every moment is precious. Beth's study strategy revolves around meticulously planned time blocks, ensuring efficiency and effectiveness as she races against the clock to memorize extensive anatomy and prep for the MCAT. Her Type-A personality thrives on setting and surpassing goals, making her a force to be reckoned with as a junior in college.

GOALS

- Attain a competitive GPA for top medical school admission.
- Optimize study time for exam success.
- Score a 520+ on the MCAT

PAIN POINTS

- Juggling coursework, labs, and extracurriculars
- Overwhelmed by extensive anatomy and MCAT prep.
- Needing a more efficient study method amidst a busy college life.

PERSONALITY

Messy — Organized

Self-motivated — Procrastinator

Cramming — Consistency

"My study time is everything! I do everything I can to stay on task."

AGE

20

YEAR

Sophomore

MAJOR

Political Science

USER PERSONA

Driven Dave

ABOUT

Meet Driven Dave, a highly intelligent and motivated student with a strong desire to excel academically. Dave faces the unique challenge of living with severe ADHD, which often makes it difficult for him to concentrate and stay on track with his studies. He also has loud roommates that make it harder to study. Despite this challenge, Dave is determined to harness his potential and meet his study goals by finding effective strategies to focus his attention.

GOALS

- Develop effective study habits
- Get into UGA Law School
- Utilize resources and support to manage ADHD symptoms and optimize learning.

PAIN POINTS

- Struggles with maintaining focus and concentration
- Motivated to succeed but requires specialized techniques to manage ADHD symptoms effectively and achieve academic excellence.
- Loud roommates

PERSONALITY

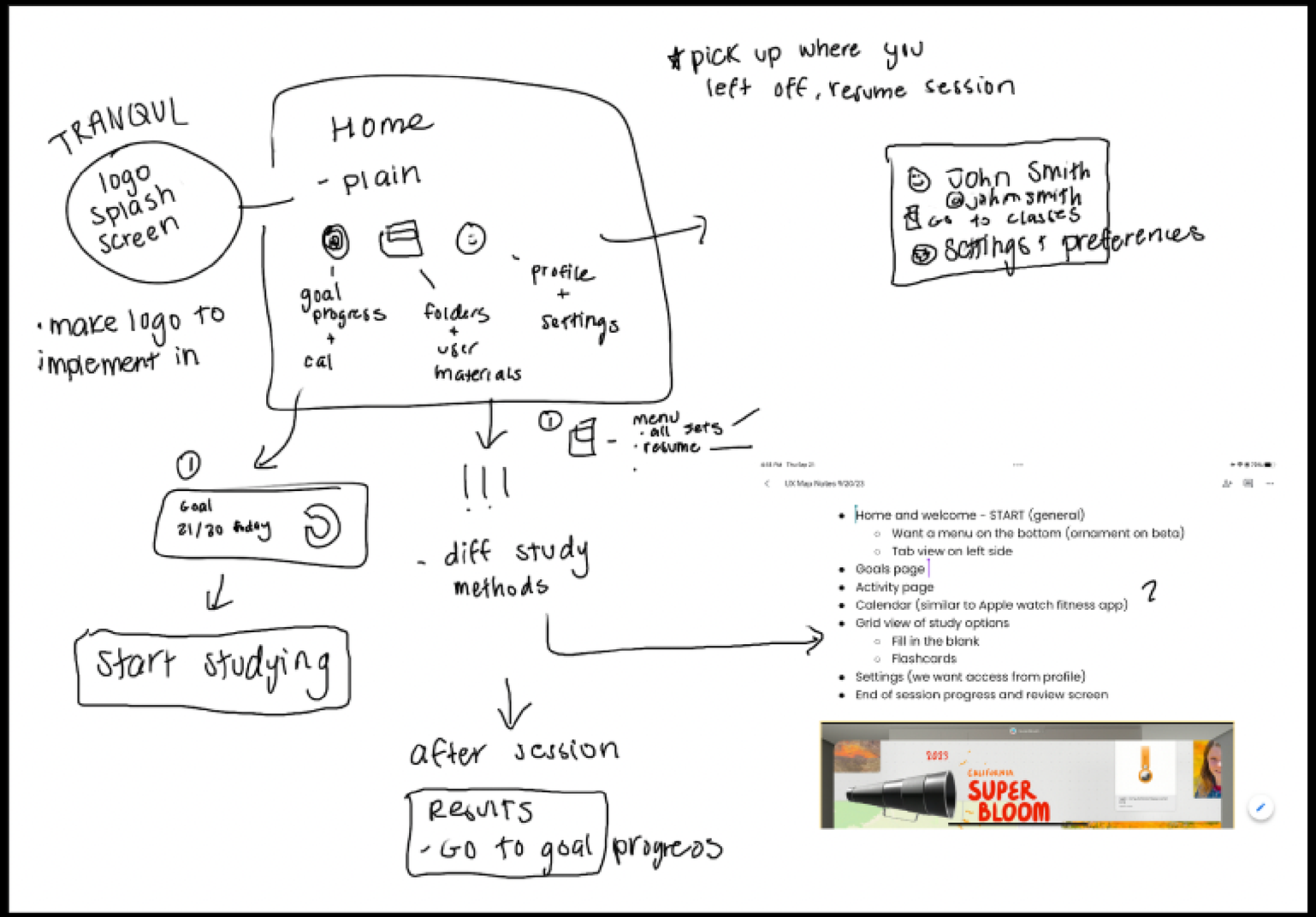
Messy — Organized

Self-motivated — Procrastinator

Cramming — Consistency

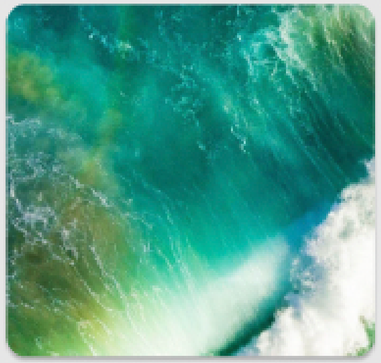
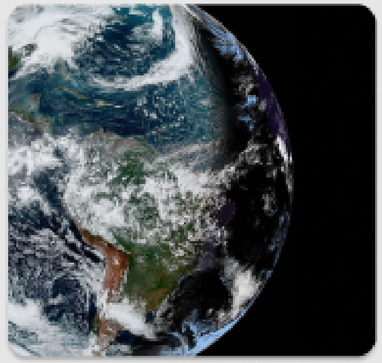
"I get distracted easily, so a distraction-free study space is key!"

UX MAP DESIGN OUTLINE



IMMERSIVE PAGE

TRANQUIL

HOME PAGE

Welcome Back !

goals

study sets

profile

Quick Start

GOALS PAGE

TRANQUIL

WEDNESDAY, 20 SEPT

Summary

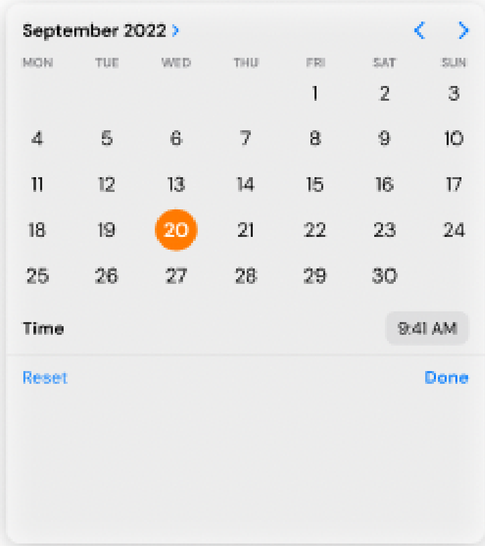
Activity

Flashcards
28/30

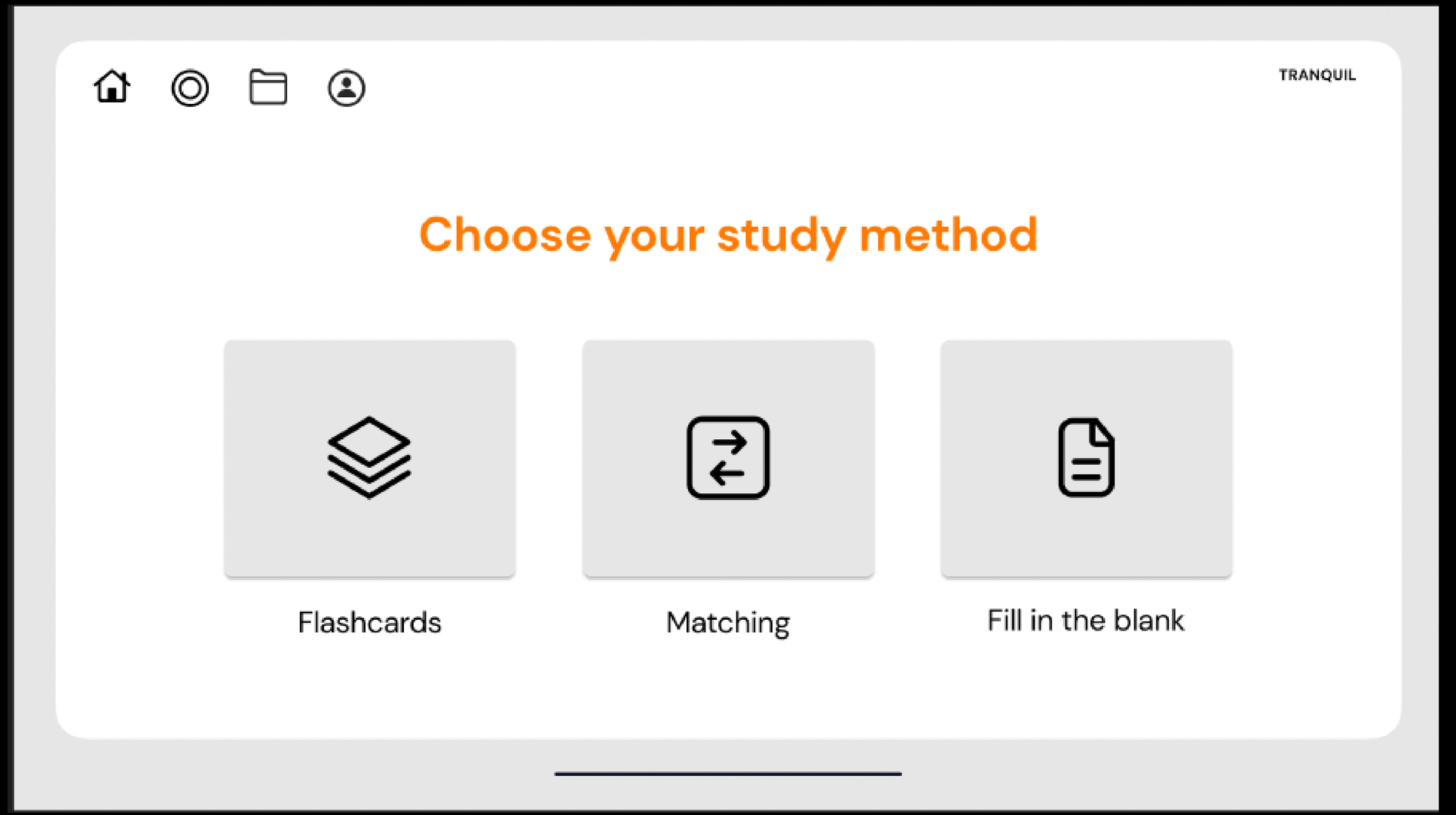
Minutes
50

Streak
4

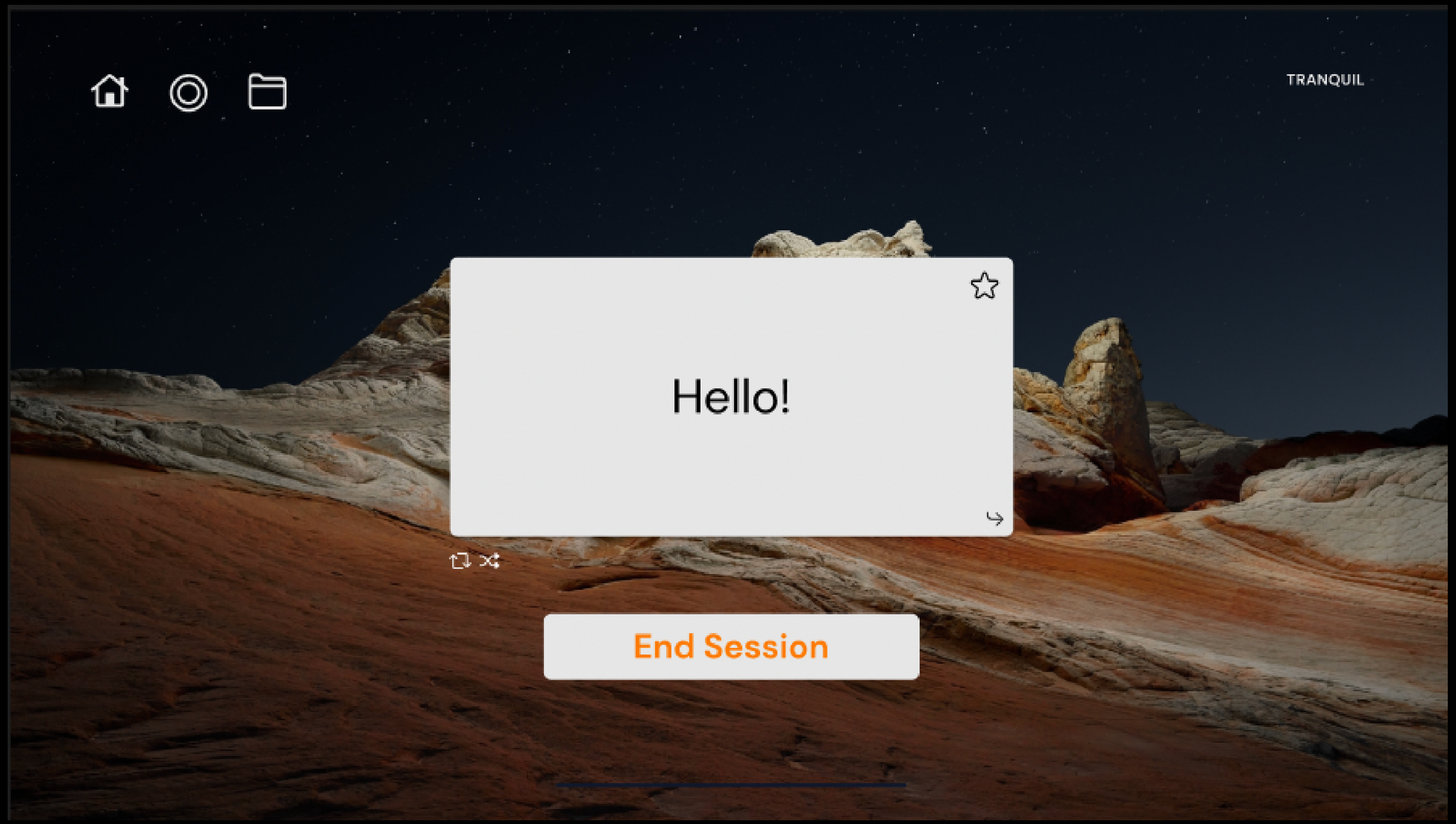
Start Session



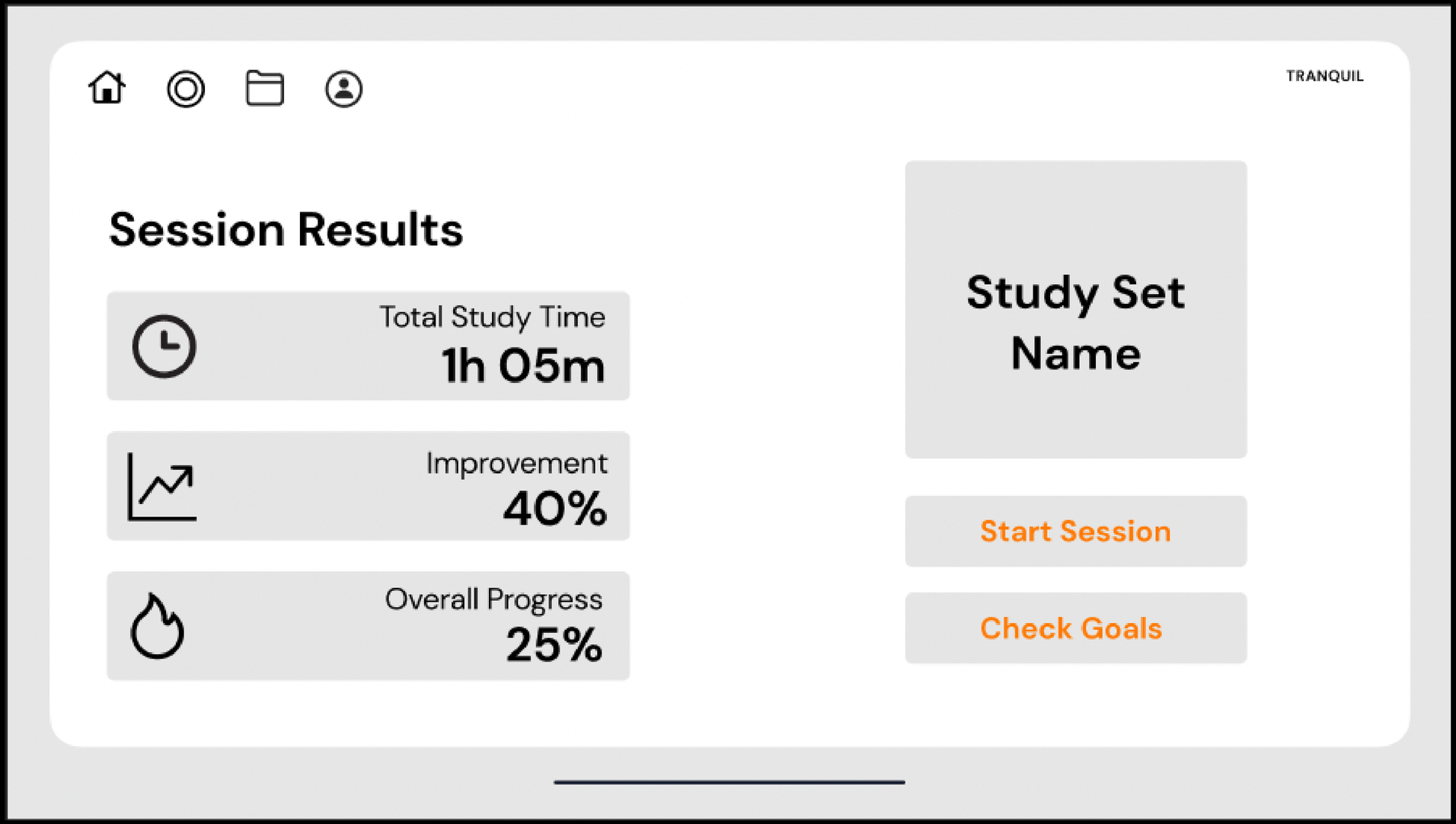
GRID VIEW


TRANQUIL
Choose your study method
Flashcards
Matching
Fill in the blank

STUDY SESSION



END STUDY SESSION



SETTINGS

TRANQUIL

Slider

Toggle

RESOURCES

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