NEW MEDIA
CAPSTONE

UX Map

USER PERSONAS

Mobile + Desktop Users

Football Fanatic Slacker Steve

- New Media Certificate Student – Traditional Track
- Loves Football – UGA Bulldogs
- Counting down the days until Graduation
- Aiming for a C in all his classes
- Major procrastinator but reliable
- Primary Device for School is his iPhone
- Laid-back, friendly, somewhat disorganized.

Problems

- Battling severe case of senioritis
- Fears he is gonna let his group members down
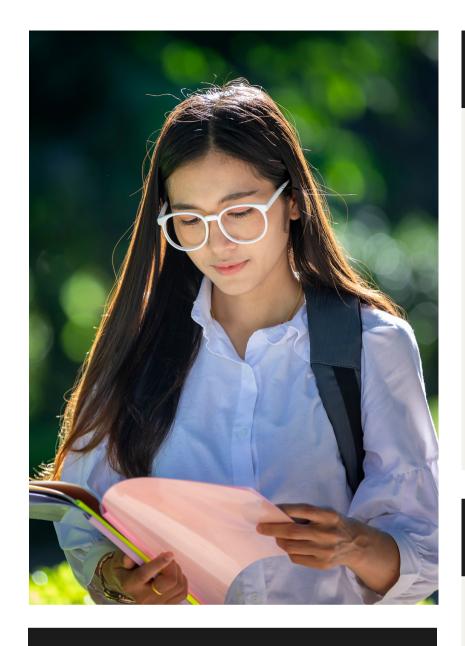- Dedication depends on football schedule.

Challenges

- Managing his demanding schedule (football, job interviews, coursework, social life)
- Keeping up with deadlines/ staying organized.

Demographic Information

- Age: 21
- Gender: Male
- Hometown: Macon, GA
- Major: Advertising
- Class Year: Senior

Catchphrase

"Just one more touchdown, and I'll start my assignment"

Goals and Needs

- Pass all of his classes with minimal effort
- Spend time with his friends before graduation
- Assignments and websites to be mobile-friendly
- Clear rubrics from professors to put in the least effort possible.

Overachiever Organized Olivia

- New Media Certificate Student – Dev Track
- Super outspoken
- Believes big ideas take time – major planner
- Has 30 tabs open 24/7 on her laptop
- Takes on group leader role in projects
- Finds motivation from within
- Smart, capable, confident, and realistic.

Catchphrase

"Oh, I started that assignment 2 weeks ago – do you need any help?"

Problems

- Tendency to overcommit – can get overwhelmed at times and lose motivation
- Works so far ahead that assignments don't make complete sense.

Goals and Needs

- Learn as many skills as possible before graduating
- Expand her network
- To see how topics taught are connected to the real world
- Detailed course schedule
- Little motivators throughout the semester.

Demographic Information

- Age: 20
- Gender: Female
- Hometown: Austin, TX
- Major: Computer Science
- Class Year: Senior

Challenges

- Motivating others to follow her schedule
- Finding resources needed to complete or make her projects better.

UX MAP

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For a holistic view of our UX Map, please visit our Google [link](#)!