Fluid Personas

Fluid Course Administration & Content Management Personas

Overview

The Fluid Course Administration & Content Management Personas are models representing the information gathered during the user research done in the Fluid Content Management project. They follow the Fluid Persona Format, and are used to inform the design and development of Fluid Components.

These personas will also be useful to communities working on projects in the Course Administration & Content Management domain. We anticipate the need to add additional information to these personas for more focused domains (e.g. Collections Management), and they will likely evolve over time.

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Primary Personas

Catalina De Silva (Faculty - GSI Manager in Spanish)

"I take advantage of everything I can on the web."

Christy Gonzola (Undergraduate Student - Molecular & Cell Biology)
“I can do everything you can. It just takes me a little bit longer.”
Ashley Myles (Undergraduate Student - Archeology)

Secondary Personas
Stacey Pearson (Graduate Teaching Assistant - Microbiology)

“I’m all manual. Papers, folders, and binders.”
Anita Stalmach (Departmental Pedagogy Support - Instructional Designer)
"I work on the Web...I'm all about taking advantage of technology to improve teaching and learning."
Andy Wright (Graduate Student - Information Studies)

"I use my laptop for everything!"
George McFadden (Online Instructor - Journalism)
"I'd like to open up access to my course to as wide an audience as possible."

Charlie Jones (Online Student - Adult Learner)

"I want technology to stay out of my way."

Auxiliary Personas

Robin McCoy (Faculty - Business School)
"I'm not tech-savvy but I love what technology can do for me and my students"
Ahmad Yousef (Faculty - Tenure-track History)

"I want to inspire students and get them excited about History!"
Sergio Rossi (Graduate Teaching Assistant - Urban Affairs & Planning)
"I'm excited about and working towards a great future in my field."
Henry Sibley (Longtime Faculty - Math, Provisional Persona)

“All this technology is overrated. What's wrong with the way we've always done things?”

Shaina Wiseman (Graduate Student - Land Development, Provisional Persona)

“School is important. But not as important as life.”

Michael Demsky (Departmental Support - Biology)

“They call me 'Lab Mom' because I take care of everyone.”

Types of Fluid Personas
The design of all Fluid Components will be informed directly by the Primary & Secondary personas above. See the Types of personas section of the Persona wiki page for definitions of primary & secondary personas.

Auxiliary personas are a special type of persona we created. They do represent models of users we saw in the field, but we don't believe are different enough from the primary and secondary personas that it is helpful to keep them in mind in the Course Administration & Content Management domain. However, we are making them available so that they can be used in a particular problem space as necessary. For example, Michael Demsky, the Departmental Support Person, is not that different from Anita Stalmach, who does Departmental Pedagogy Support. However, if there was a use case that involved this person doing a lot of section management, it may be more helpful to use Michael.

Additional personas may also be created as further user research is done (or as provisional personas if user research is not an option). This may prove necessary if we realize we don't have enough information on users in a particular problem space. For example, if we are working on a reorderer component in a context/problem space where reordering large collections of images is the primary use case, we may want to have a professor in a media-heavy discipline, such as Art History or Architecture, as a persona to inform our design & development process.

Some of these personas are marked as "Provisional," which means they were not based directly on this user research, but represent user types we know from previous research are important and should be represented.