



PICTURE & NAME



Ben Killingham



DETAILS

A 17-year-old athletics fanatic who enjoys football and wrestling. Binge-watches old practice tapes and constantly thinks about the next big game for his high school teams.

He is very intelligent but easily distracted. Not very good with time management, and quickly loses interest in academic projects.



GOAL

Wants to improve his grades without giving up his commitment to sports. Hopes to improve his time management so that he can succeed during classes when he graduates to college and becomes a professional football champion.





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DETAILS



GOAL



Luke Ashton

A 21-year-old Honors college student who enjoys socializing in clubs and the outdoors. Also a member of two Honors organizations - community service and fundraising.

He is creative with a knack for original ideas, consistently thinking of new ways to build up the community around him.

Wants to create several new club events that students could attend, some of which he wants to become an annual student tradition.





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Hunter Whitman



DETAILS

A 20-year old social recluse with a third-shift management position at a gas station. Also an avid gamer who constantly drinks caffeinated beverages and eats snacks with a high sugar content.

Always goes with the flow and figures things out on the way, but often engages in self-destructive behaviours that affect his life from day to day.



GOAL

Wants to improve upon his quality of life both at work and at home. He hopes that he can establish a healthier sleep schedule and become more active in the local community.





PICTURE & NAME



DETAILS



GOAL



Bridgett Parson

A 20-year old mathematics student and a part-time student worker on campus. Has a strong passion for art and reading.

Unfortunately, she struggles with OCD and the anxiety of completing simple tasks, often forgetting what she's done throughout the day and losing time in the day with repetitive actions.

Has a strong desire to find a way to minimize the anxiety she feels about her daily routine and keep a checklist on the things she has done throughout the day.





PICTURE & NAME



Wendy Cutling



DETAILS

A 26-year old who just started a new office job outside of the field in which she majored. She is excited for the change, but often takes a bit of time to adjust to new surroundings.

Great at time management but often has trouble sorting out her emotions.



GOAL

Needs to find a way to navigate the stress and confusion that comes with making a big life change and retake control of her life emotionally.



Persona Scenarios

Ben Killingham

Ben needs to raise his grades after finding out that he may not be eligible for the upcoming sports season. The main challenge in school is focusing on homework without getting distracted, so Ben wants to develop a routine to keep himself on track and improve his work ethic overall.

Ben recently discovered that there is a group of boys that meet regularly in the park to talk about sports in the community and trade collectable cards. He wants to attend, but he always forgets to go on the days that they meet after school. Ben wants to find a way to be a consistent member of the group and make friends with the same interests.

Luke Ashton

Recently talked to a peer from one of his Honors clubs and discussed how Luke's busy schedule is stressing him out. They agreed it would be a good idea to find a way to organize his ideas and the dates for every event he creates, as well as create reminders for some of the prep-work each event requires.

Discovered that a peer from one of his clubs has been taking credit for some of his ideas and has become very upset. He needs a way to vent the frustration he feels for someone else receiving false validation for his hard work.

Hunter Whitman

As a manager, Hunter was recently asked to host interviews for a position that has opened up under his supervision. However, most of the applicants are teenagers with attitudes and a poor work ethic, while others lack the experience required. Hunter needs an activity to not only keep him busy between interviews, but improve his mood after dealing with each kid.

Hunter has decided that he needs to take better care of his health. He needs a way to control how often he takes time to play video games and focus that time on exercising, cleaning, sleeping, or learning how to cook meals with real ingredients.

Bridgett Parson

Bridgett recently started attending a book club at the campus library, but the leader of the club mocks her for her unusual behaviors and increases the anxiety she feels on a daily basis. Bridgett wants to find a way to record how she feels so that she can figure out how to confront the leader and create a more welcoming atmosphere for when she engages in her passion for reading.

Bridgett's friend suggested to her that the OCD and anxiety she experiences on a daily basis may be linked to an acute form of depression. Her friend suggests that she find a way to monitor her symptoms and keep track of how she's feeling to determine if she might want to seek a professional diagnosis.

Wendy Cutling

At her new job, Wendy is responsible for organizing the schedules of her supervisors. This includes filing paperwork managing the days each individual leaves for an appointment. However, most of her peers approach her during her break while she is away from her desk, and she needs a way to stay organized when they interrupt her activities.

Facing the challenges of a new job, Wendy often gets confused and struggles to stay balanced emotionally. She is determined to find a way to consistently record how she feels and find out what causes her to become upset as well as what helps her get over her frustration after coming across a difficult task.