# Examples for Personas

# Example

U.S. Department of Agriculture's (USDA): (1 of 2)

- Matthew Johnson, Program Staff Director, USDA
  - 51-years-old
  - Married, 3 children, 1 grandchild
  - Ph.D. in Agricultural Economics
  - Comfortable using a computer, intermediate
  - Internet user, with a T1 connection at work and dial-up at home
  - Uses email extensively; uses the web about 1.5 hours a day
- Slogan:
  "Can you get me that staff analysis by tomorrow?"

# Example

U.S. Department of Agriculture's (USDA): (2 of 2)

- Job Description:
  Matthew spends most of his time at work requesting and reviewing research reports, preparing memos and briefs for agency heads, and supervising staff efforts in food safety and inspection.

- Key Attributes:
  – Focused, goal-oriented

  – Strong leadership role

  – Concerned about maintaining quality across all output of program under direction

# Example

Ad-hoc personas for multimedia learning in a company:

- Wolfgang Huber
- Katja Schmidt

# Wolfgang Huber

ad Hoc



- 57 Jahre
- verheiratet, 3 Kinder
- Hobbies: Segeln, klassische Musik

- Führungsstil: Delegierend (Väterlich) Hierarchisch, korrekt

- Vorkenntnisse: Flüssiges Englisch (Praxis)

- PC-Nutzung nur bei der Arbeit selten Internet and Intranet

- bevorzugt Telefon zur Kommunikation

# Katja Schmidt

(Ad Hoc)



- 37 Jahre
- Ledig, Kinderlos
- Hobbies: Tennis,

- Führungsstil: Partnerschaftlich, selber ausarbeitend, laissez-farez Stil

- Vorkenntnisse: Schulenglisch, PC-Nutzen auch privat, nützt häufig Internet u. Intranet, verwendet Mail, Messangers

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