


Project Management : Research Metrics

A **Persona** can be created to make a target audience more tangible. Poll a number of people that fall into your demographics and average them into one person. Give this person a name and a face and think about them when you're designing.

Characteristics to chart include:

- age
- location
- job
- hobbies
- family life/ structure

PERSONA 1: education



DAVID
Lead Teacher

Location: San Francisco, CA
Age: 50
Home life: married, 1 child (15y)
Hobbies: cooking, reading*

Personality: quiet but intelligent, thoughtful, enjoys conversation
Internet Usage: intermediate
Favorite Sites: something*

Personal Profile

David has been a public school teacher for 15 years. He has taught English at the high school level for much of that time. He enjoys teaching but wishes he could do more to motivate his students. He is not adverse to trying experimental curriculum but doesn't have the time to prepare any from scratch. He would like to be able to try project based learning to see if the students respond before committing to a new way of teaching.

David is technically savvy. He is comfortable with email and has a webpage but doesn't devote all of his time to new media. His classroom is relatively well equipped, students have access to computers and the internet and he own a digital camera, but he doesn't have a budget for software or additional technology.

As a teacher of many years in the same area, David knows members of the community in many fields. He has a good working relationship with his principal and knows members of the school board. He has yet to tap these resources but would be able to if necessary.

User Goals

- learn more about PBL
- get information about examples that are being used and that work
- download materials that can be used to enhance his current curriculum
- find information about utilizing his community connections
- enhance his teaching and create a more robust learning environment
- look for support if and when he approaches the community to start one of these programs

Business Objectives

- visit the site often
- share the material with other teachers
- introduce the material to the principal and school board
- adopt curriculum in current classes
- establish mentoring and other community programs
- return to Edutopia for ideas in the future
- subscribe to the magazine and to the premium online membership

Think how they will use the product or service. This can be described in multiple "use cases", such as:
Persona 1 will read this advertisement on the bus after a long day at work.

PERSONAS				
COMPETITION	Teachers	Administrators	Community Leaders	Business Leaders
Blackboard	X			
eCollege	X			
Telescape	X			
New York Times	X			
PBS: Spark	X		X	
PBS: Art21	X			
PBS: Frontline	X			

Chart your personas against the competition. Are the target audiences the same? If not, this company may not truly be your competitor. You may also find a hole in the market if there is an audience that has been ignored in the past.

PERSONA 1 : *education*

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PERSONA 2: *industry*

MICHAEL
Architect



Location: San Francisco, CA
Age: 50
Home life: married, 2 children (8,11)*
Hobbies: cooking, reading*

Personality: quiet but intelligent, thoughtful, has strong opinions and voices them clearly

Internet Usage: intermediate
Favorite Sites: something*

Personal Profile

Michael is an architect in San Francisco, a major metropolitan city. He has two children and has been thinking about how he could give back to the community. As a principal at his firm he has some say in what projects are selected for their pro-bono program. He is interested in working with children but has never approached a school or school board about it.

The program that Michael chooses needs to be flexible and accommodating of his work schedule. He knows a few other colleagues that would be interested as well as a few professionals in connected fields such as city planning and construction. He would like more information about how to connect with a school with the minimum amount of red tape.

As a father of two, Michael realizes that children need to be engaged and stimulated. He is concerned that the current public education they're receiving is not doing that as well as it could. He doesn't want to be a teacher himself, but wants to make sure his children and others are given the experience necessary to be successful in school so they can attend a good college. He has time to give and feels that his experience would benefit more than just donating money to established programs.

User Goals

- learn more about PBL
- get information about examples that are being used and that work
- watch and read about examples that relate to his field of expertise
- find information about approaching schools and teachers to work with him
- look for support if and when he approaches the schools to start one of these programs
- information about working with kids, mentoring techniques and tips
- information about how these activities are proven to show improvement in students

Business Objectives

- visit the site often
- email articles to others
- share the material with other community leaders
- introduce the material to other professionals
- establish mentoring and other community programs
- share results with Edutopia to expand knowledge-base