Of Personas and Prototypes: An OPWL Webinar

Amy Vecchione and Will Hughes
LIFE-LONG U
Vision 2020 Personas
How did the personas shape the event?
Every decision you make will influences the impact on the user
SALLY
PROFESSIONAL GRAD

Graduate Student in Curriculum and Instruction

Sally has been doing training and performance evaluation in a medium-sized electronics sales company for 8 years. She studied business in college and is in her second semester of part-time online graduate school. She hopes to finish in two more years and both apply what she’s learning to her job and move into management, which might be possible with this degree.

- Finds articles and book from course syllabus and colleagues
- Prefers eBooks
- Needs a fast loading website

35 years old
Lives in Hoboken, NJ
Has two kids: 8 and 10 years old
Fits all of her school work between 9-11pm at night and a few hours on weekend days

“I’ll do whatever works unless I find something that works better.”
Questions
Contact Information

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