

To: Professor Robert Pastel and Professor Stefka Hristova

From: Team Dead Birds

Subject: User Personas

Date: January 31, 2016

Purpose

The purpose of this memo is to describe the various user personas that embody the primary and secondary audiences that will be using the Dead Birds web application.

Primary User Persona

The primary user persona is Dr. Smith, an ecologist who lives in upper Michigan. She is 45 years old, but she is a veteran smartphone and technology user. She wants to use the web application to compare bird mortality rates to other locations she's never been to. She also wants to see what kinds of pictures other users have taken of bird roadkill so she can identify the birds. She hopes this application will allow her to see bird mortality rates in a location that is far from her, such as the West Coast or overseas. This information would allow her to see where types of birds are throughout the year and catalog migration patterns and other statistics.

Secondary User Persona

The secondary user persona is James Anderson, a non-scientific man whose hobby is birdwatching. He is 32 years old, and he has an average understanding of smartphone and other types of technology. He wants to use the application to help scientist catalog bird mortality rates.