

Persona: Professional, non-medical diagnostic user.

Fictional Name: Dr. Sanjay Hibonjison

Job Title: Physical Therapist at a University

Demographics: 38 y.o. Male, PhD. in Sports Management. Married, no children.

Goals and Tasks: Works with student athletes to recover from and prevent injuries by recommending workout regimens. Wants a platform that he and clients from different backgrounds can use to avoid injuries through education.

Environment: Comfortable using a computer but does not feel that he needs a complicated interface or a document that is too in-depth.

Quote: "Prevention should be easier than recovery."



Persona: Student Athlete

Fictional Name: Mary Johnson

Job Title: Varsity College Athlete

Demographics: 23 y.o. Female, pursuing a degree in organic chemistry while playing basketball on the side.

Goals and Tasks: Is required by her university's athletic department to use various tools to safely practice and exercise in the off-season.

Environment: Very comfortable with technology. Uses her mobile phone more often than her laptop.

Quote: "Exercise isn't healthy if you hurt yourself."



Persona: Highschool Parent

Fictional Name: Maria Sanchez

Job Title: Data Entry at local bank

Demographics: 52 years old

Goals and Tasks: Support and help her daughter's athletic dreams and keep her from injury in basketball.

Environment: Has a home desktop computer that she uses different Microsoft suites, emails and checks Facebook on.

Quote: "Always be prepared and we will make it to college on scholarship."



Persona: Nursing Student and Gas Station Employee

Fictional Name: Aaron Webber

Job Title: Non-traditional student in nursing

Demographics: 33 years old male, Veteran, engaged,
one step-kid.

Goals and Tasks: Looking for specialized tools to help
with research projects and his studies.

Environment: Community college library

Quote: "Patience is the mother and father of good character."

