

“ But there were some questions that were very simple. Some questions were a little hard for me to figure out. I’m only a little bit... I couldn’t understand them. But it was a little hard for me.”

- Finn

# Child Warrior

## Multi-Home 4<sup>th</sup> Grader



### PERSONALITY

- Parents recently divorced
- Worried about his mother
- Adjusting to living in 2 homes
- Feeling afraid but putting on a brave face
- Trying to be a good big brother for younger sister
- Currently in counseling

### ABOUT

- 9 years old
- 4<sup>th</sup> grade
- Primary home with mother
- Weekends in apartment with father

### GOALS

- Get better grades
- Help his sister with the situation
- Not be a problem for his mother to worry about

### FRUSTATIONS

- Complicated language
- Confused about what to do next

### UX NEEDS

- Simple language
- Easy to understand
- Colorful
- Good, clear directions

### FEELS

- Overwhelmed
- Helpless
- Tired
- Worried
- Anxious

### THINKS

- “Why won’t anyone tell me what happened?”
- “Why does dad cancel all the time?”
- “I don’t know what to say to my sister.”

### SAYS

- “I don’t know. I feel like you could take care of yourself.”
- “I do a lot of things for my sister. She’s 5. I make her dinner a lot.”

### DOES

- Takes an assessment
- Get confused easily
- Tries to read everything carefully but gets impatient

“ I thought the questions were easy but I did not understand working for taxes.”

- Savannah

# Book Explorer

Multi-Home 4<sup>th</sup> Grader



## PERSONALITY

- Always happy
- Very curious and inquisitive
- Confident for her age
- Loves to dance
- Regular play dates with cousins
- Obsessed with Harry Potter and has read all the books
- Has a new kitten named Crookshanks
- Loves animals and flowers

## ABOUT

- 10 years old
- 4<sup>th</sup> grade
- Lives 50% with each parent
- Loves school and learning

## GOALS

- Honor roll
- Read the Percy Jackson book series so she can get her mother's old iPad and games

## FRUSTRATIONS

- Complicated language
- Short attention span

## UX NEEDS

- Simple language
- Easy to understand
- Visually pleasing
- Motivating

## FEELS

- Happy
- Curious
- Loves to read
- Energetic
- Inquisitive

## THINKS

- *“I want to get straight A's so my dad will get me another kitten. I will name him Pigwidgeon.”*
- *“I like all my school subjects – I cannot pick a favorite.”*

## SAYS

- *“I am not sure which of my parents works for taxes.”*
- *“I love to pick flowers for my mother.”*

## DOES

- Takes an assessment
- Gets impatient when she does not understand something
- Never misses a day of school
- Loves to go on walks with her father in the park near his house

PERSONA

“ I thought it was pretty easy. I was not sure what they meant by take care of you.”

- Mateo

# Future Computer Genius

Multi-Home 8<sup>th</sup> Grader



## PERSONALITY

- Very curious and inquisitive
- Feeling better about his home situation
- Loses himself in games
- Curious about designing games
- Asked for a laptop for Xmas

## ABOUT

- 14 years old
- 8<sup>th</sup> grade
- Primary home with father
- Weekends with mother

## GOALS

- Grades are getting better
- Interested in gaming and learning about computers
- Looking into taking computer classes

## FRUSTATIONS

- Complicated language
- Short attention span

## UX NEEDS

- Easy to understand
- Cool graphics
- Motivating

## FEELS

- Feeling better about home situation
- Curious
- Loves to play games
- Really likes history
- Inquisitive

## THINKS

- *“I really like history now”*
- *“I signed up for some summer computer classes.”*
- *“I would love to design a computer game for King Arthur.”*

## SAYS

- *“My dad helps me with my homework. He gives me money for A’s and B’s. I am saving for a new game or a laptop.”*

## DOES

- Takes an assessment
- Does well on the history portion

“ I understood everything. I thought it was pretty easy.”

- Aiko

# Soccer Superstar

Multi-Home 8<sup>th</sup> Grader



## PERSONALITY

- Athletic; Competitive; Motivated
- Confident for her age
- Loves to learn
- Close to her father who enjoys kicking the soccer ball wither
- He always takes her to soccer practice and games
- Loves to laugh

## ABOUT

- 13 years old
- 8<sup>th</sup> grade
- Lives 50% with each parent
- Loves playing soccer

## GOALS

- Honor roll
- Participates in soccer camps
- Trying out for a summer league girls' soccer team

## FRUSTATIONS

- Complicated language
- Poor communication

## UX NEEDS

- Simple language
- Colorful
- Motivating
- Fun

## FEELS

- Happy
- Curious
- Loves to play soccer
- Energetic
- Proud that she is the high scorer on her team

## THINKS

- *"I really like to see my dad at my games. He is always cheering me on."*
- *"I love all my classes."*

## SAYS

- *"My dad thinks I can get a soccer scholarship."*
- *"I thought the test was pretty easy."*

## DOES

- Takes an assessment
- Honor roll at school