

*Design Management and Strategy*  
*Module 8: User Personas Report*

---

# USER PERSONAS

Shanthini Kumar  
15 July 2020

---

**Product:** "C2O" Mobile app for Air Force ROTC cadets

**Product Goal:** Track and measure Air Force ROTC cadet events and performance to ensure each cadet meets the requirements to commission into the U.S. Air Force upon college graduation (~4 years).

**Product Users:** College Student Cadets

**Senior Cadet Leaders - Professional Officer Course (POC).** AFROTC cadet leaders and full-time college students, primarily 20 to 22 years old, possessing advanced knowledge of and comfort in using technology and mobile applications. POC spend approximately 10-20 hours/week on ROTC-related planning, organization, and execution of events for both POC and GMC. POC report to Cadre.

**Lower-level Cadet Trainees - General Military Course (GMC).** AFROTC cadet trainees and full-time college students, primarily 17 - 19 years old, possessing advanced knowledge of and comfort in using technology and mobile applications. GMC spend approximately 5-10 hours/week on ROTC-related training and leadership events.

# INTRODUCTION

All cadet wings utilize a **top-down chain of command approach**

All **cadets are college students**, most of whom are engaged in other university activities; understanding the **daily routine of an average cadet is key** to developing user personas

Primary type of communications in cadet wings are **email & text**

**Primary user goals:** maintain high university GPA; exceed ROTC academic, leadership & fitness requirements; socialize & maximize college experience; balance work, school, and social life in a healthy manner

**Common user challenges:** lack of time management; balancing & maintaining a healthy lifestyle; lack of sleep or fitness; erratic or busy daily schedules; lack of motivation or effort; **lack of effective and efficient collaboration**

# FACTORS OF CONSIDERATION



# Erin Ashwood

Aims to be the best & succeeds

## High-functioning

Involvement in multiple organizations

Great interpersonal skills, kind & friendly

Motivational leader/influencer

“My time is incredibly limited but my commitment to maintaining high standards is unwavering.”

“I wish there was a way to consolidate all the information and events for ROTC in one place, so I don’t need to spend valuable time planning or searching for important details.”

**Age** 22

**Job** Senior Cadet Leader,  
College Student,  
University Leader,  
Fitness Instructor,  
Sorority Member

**Education** Pursuing Bachelor's  
Degree

**Location** Austin, Texas

**Family** In a relationship

**Archetype** High-functioning, kind,  
sociable, successful  
student & professional  
leader

**Hours/week** School: 30

ROTC: 15

Extra-curriculars: 30

### Goals

- Become genuine and capable leader
- Beat personal best records
- Maintain equal involvement in all extra-curricular activities
- Maintain 3.5+ university GPA

### Fears, Challenges, Problems

- Feels as if mediocre performance is unacceptable in any regard
- Heavily involved in multiple organizations w/ little desire to sacrifice involvement in any
- Overlooks details due to self-allocated time intervals for each extra-curricular activity
- Less engaged in non-required ROTC activities — misses out on opportunities for key bonding

### Decision-Making

- Always busy but makes time for family, friends, and social gatherings
- Fast and straightforward
- Extremely organized, rarely deviates from weekly schedule or tasks

### “Day to Day” Snapshot

- **Morning:** Fitness, ROTC physical training & University Classes
- **Afternoon:** University organization meetings, homework & fitness
- **Evening:** ROTC prep, sorority group activities, socializing
- **Night:** Homework & occasional date-night activities



# Chris Trenton

“I’m committed to the ROTC program, and aim to exceed the standards. However, I like to take it easy, and prioritize a fun, yet reasonable & safe, college lifestyle.”

Highly intelligent

## Team Player

Lots of friends & social activities

Natural aptitude for school & ROTC

Fast learner, easily meets standards

**Age** 22

**Job** Senior Cadet Leader,  
College Student, Soccer  
Player/Athlete

**Education** Pursuing Bachelor's  
Degree

**Location** Austin, Texas

**Family** In a relationship

**Archetype** Learns fast, puts slightly  
more than minimum  
effort but produces  
quality results

**Hours/week** School: 25

ROTC: 10

University Orgs: 15

### Goals

- Perform well in ROTC
- Maximize good time in college with friends and team mates
- Maintain 3.5+ university GPA

### Fears, Challenges, Problems

- Tends to gravitate towards solutions or ideas that are echoed by select few individuals - easily influenced by others
- Re-directs or rejects ideas that involve more planning or organization
- Procrastinates but never fails to deliver results due to last minute comms with fellow cadets (convenient for him, inconvenient for others)

### Decision-Making

- Follows most popular vote
- Aims to please the “popular” people
- Avoids conflict
- Calm, reacts well under pressure
- Balances quality with speed/min. effort
- Lacks follow-through/execution

### “Day to Day” Snapshot

- **Morning:** ROTC physical training
- **Afternoon:** Classes, homework, ROTC
- **Evening:** Soccer practice & fitness
- **Night:** Homework & socializing



# Victoria Daniels

"I'm still learning how to balance school, work, and ROTC. I sometimes miss or am late to classes, work, or ROTC events because of poor planning, and would love a way to keep track of everything easily."

Well-liked by peers

## Motivated to Succeed

**Dedicated & hard-working**

New college student, new to "adulting"

Inexperienced at planning/  
organization/time management

**Age** 18

**Job** Cadet Trainee, College Student, Waitress

**Education** Pursuing Bachelor's Degree

**Location** Austin, Texas

**Family** Single

**Archetype** Average student and cadet; hard-working and receptive to feedback; aims to improve performance

**Hours/week** School: 20

ROTC: 8

University Orgs: 10

Work: 25

### Goals

- Perform well in ROTC
- Become financially stable
- Maintain 2.5+ university GPA
- Make good friends & have a good time

### Fears, Challenges, Problems

- Unorganized with workload, classes, ROTC commitments
- Struggles to meet some ROTC standards
- Occasionally delivers incomplete work or products; forgets to attend ROTC events
- Lacks prioritization skills - "works harder, not smarter"
- Relies too heavily on fellow cadets to complete tasks/activities

### Decision-Making

- Unsure & hesitant
- Usually accurate, but after obtaining extensive input or opinion

### "Day to Day" Snapshot

- **Morning:** ROTC physical training, classes, homework
- **Afternoon:** Classes, homework, ROTC
- **Evening:** Homework & fitness
- **Night:** Homework & socializing



# John Worthington

Hard to take seriously

## Highly Sociable

Relaxed, laid back, chill

Prioritizes fun over school or ROTC

Arrogant but intelligent & keen to learn if properly motivated

**Age** 19

**Job** Cadet Trainee, College Student

**Education** Pursuing Bachelor's Degree

**Location** Austin, Texas

**Family** Single

**Archetype** Average student and cadet; likes to have a good time; unresponsive to feedback; unconcerned w/ poor performance

**Hours/week** School: 20

ROTC: 5

University Orgs: 5

### Goals

- Meet ROTC standards
- Maintain 2.0+ university GPA
- Make good friends & have a good time

### Fears, Challenges, Problems

- Tends to prioritize less important or unrequited activities over mandatory or more important schoolwork or ROTC events
- Does not hold himself accountable for his actions; easily frustrates fellow cadets
- Puts minimum effort; avid participator but often lacking the knowledge or background due to lack of effort
- Overconfident and takes feedback poorly; unconcerned w/ performance

### Decision-Making

- Direct, straightforward, and loud but often uninformed or incorrect

### “Day to Day” Snapshot

- **Morning:** ROTC physical training, classes, homework
- **Afternoon:** Classes, ROTC, homework
- **Evening:** Socializing
- **Night:** Socializing

**Erin:** C2O will help Caroline operate at an even higher level as a cadet, student, and university leader. Instead of spending most of her time on planning and executing ROTC events, Caroline can use C2O to prioritize and track these regular tasks and activities. This will allow her to re-focus her time on improving the **quality** of the activities and events for her cadet wing. She will be able to communicate important information with single email blasts, review vital details with the click of a button instead of searching through various emails, texts, or docs, and maintain her high level of involvement in ROTC. Her stress levels will decrease, but her performance as a cadet leader will increase exponentially, ultimately improving the entire cadet wing's operations and efficiency.

**Chris:** C2O will much improve Daniel's lack of organizational and management skills. Instead of making last-minute leadership decisions based on limited knowledge of facts and operations, Daniel will use C2O to understand the projects each of his teams are working on. He will not miss important event or activity updates, and will be more useful in leading and training the cadet trainees. Although Daniel exceeds most ROTC expectations, this app will provide a key resource for organization. Daniel may not be too keen on actively using the app, but if the rest of his leadership team and his boss, Caroline, use and rely heavily on the app for key cadet wing operations, so will he.

# USER PERSONA ANALYSIS



**Victoria:** C2O will help Amber transition into the college lifestyle by helping her keep track of key ROTC events and activities. Alerts, reminders, and calendar tools will ensure Amber does not miss any required ROTC events, which will help with both her performance as a cadet, as well as increase her standing as a valued member of the cadet wing. Her heightened performance will encourage superior or higher performing cadets to offer her help and guidance, improving her overall cadet experience. Additionally, a more organized and less stressful ROTC lifestyle could positively influence her approach and management techniques for school and work.

**John:** C2O will force John to maintain accountability for his actions and active participation in ROTC-related events. Instead of coming up with lame excuses, John will be required to acknowledge that he is not meeting standards the same way his peers are. The weekly performance tracker, semesterly performance reports, and feedback tools will make it easy for John to determine whether he would like to change his attitude and professional behavior to stay in the ROTC program, or for his superiors to recognize that John may not be the best candidate for ROTC. “Weeding out” underperforming or poorly motivated cadets will improve the overall quality and operations of the cadet wing.

# USER PERSONA ANALYSIS

Cadets who are not high functioning or motivated **may not feel compelled to utilize or take full advantage** of the mobile app resource

- Solution: Include “incentives” in mobile app, such as a monthly point system for participation in events, or improvement in performance; or simply for accessing the app weekly

Include a **calendar sync option** to integrate or function with the “Canvas” student app, Google calendar, or similar tool so cadets may combine multiple schedules if necessary

- Drawback: Could become overwhelming to have every single thing in one place.

Include different sections for required, voluntary, social, and fitness events for easy tracking.

## POSSIBLE DRAWBACKS OR AREAS FOR DESIGN IMPROVEMENT