

# P2: Personas

TEAM RUMI

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## Design Question

How might we reduce the conflicts experienced between roommates to allow for a more fair and harmonious shared living environment?

## Interviews

Interviewee 1 (TH): A 19 years old female who is a first year student at the University of Washington, and is an intended nursing major. She currently lives with two other roommates in the Poplar Hall dorms, but gets along with only one of them.

Interviewee 2 (XG): A 19 years old female who is a first year student at the Boston University, and is an intended business major. She currently lives in a quad room, which share one room with other 3 students. She seems to have some conflicts with her roommates because the difference of their daily routine.


Interviewee 3 (SR): A 22 years old male who graduate from UW and is currently working in downtown, and trying to get into med school.

Interviewee 4 (EH): A 18 years old college student who lives in a triple room, and wants to be an educator in industry. He wants to meet more people and make friends.

## Source Key

Notation	Source
<Initials of interviewer> Ex. TH = Tammy Ho's Interview	Interview
A	Assumption

## SARAH'S PERSONA

<h3><u>Sarah</u></h3> 	<h3><u>Characteristics</u></h3> <ul style="list-style-type: none"><li>• Messy</li><li>• extrovert</li><li>• like cooking</li><li>• Early Sleeper</li><li>• Works at Chipotle</li><li>• College student</li><li>• In a relationship</li><li>• Triple in a dorm but shared B</li></ul>	<h3><u>Tech/Use</u></h3> <ul style="list-style-type: none"><li>• iPhone</li><li>• Mac Air</li><li>• Social medias</li><li>• Messenger, SnapChat, WhatsApp</li></ul>
<h3>Goals</h3> <ul style="list-style-type: none"><li>• Wants to get B.A. in finance</li><li>• Maintain healthy Relationship</li><li>• Be more organized</li><li>• Be healthier</li><li>• Maintain personal space</li><li>• Get to know roommates more</li><li>• Spend money wisely</li><li>• Use bathroom whenever she wants to</li><li>• Effective Communication</li></ul>		
<h3>Pains</h3> <ul style="list-style-type: none"><li>• Low income</li><li>• Not enough sleep</li><li><del>• Spend too much time on the bathroom</del></li><li>• Balance relationship and study</li><li>• Improper diet</li></ul>	<h3>Desires</h3> <ul style="list-style-type: none"><li>• Become a Hedge Fund manager</li><li>• Making Finance Industry more inclusive</li></ul>	
<h3>Scenario</h3> <p>Sarah works really hard but still has financial difficulty. Therefore, this quarter she chose to live in a triple dorm because it is cheaper. She desires to balance relationship with roommates but personality and daily schedule difference make it difficult.</p>		



# Sarah

- Age 18
- In a relationship
- Extroverted
- Messy and disorganized
- On a budget

## Goals

- Communicate effectively
- Be more clean
- Be closer friends with roommates
- Treat roommates evenly with respect and friendliness

## Desires

- Reduce conflict
- A method to split living costs fairly
- More efficient morning and nighttime routines with roommates

## Scenario

Sarah is currently an undergraduate student at a public university pursuing a degree in finance. To minimize the costs of living on campus, she shares a dorm room with two other roommates. Sarah has known her roommates for only a few months and hopes to develop stronger friendships with them.

She finds it difficult living with two other people due to their differences in daily schedules and sense of cleanliness. Sarah is aware that she's the least organized since her roommates complain about how they often have to clean up after her.

Sarah wants a way for her to effectively communicate with her roommates about fairly dividing the living costs and reduce conflict. Even though she studies finance, she is tired of working hard each day to keep track of the finance in her house. "When I get home, I just want to relax", she often says to herself.

## Pains

- Often disturbs roommates late at night and disrupts their sleep
- Ends up spending the most money on household supplies

## Use of Technology

- Avid social media user
- Uses smartphone for various daily tasks

## Sarah's Sources & Assumptions

Characteristic	Source	Detail
Age 18	EH	EH is 18
In a relationship	TH	TH lets her roommates know if she has her boyfriend in the room until a specific time
Extroverted	TH, XG, SR	Three interviewees said they often go out to social gatherings
Messy and disorganized	XG	XG is often unhappy about the mess her roommate creates in the dorm room
On a budget	A	We would assume that this persona is careful about spending money since she is a college student living in a triple dorm

Tech/Use	Source	Detail
Avid social media user	TH	TH found her roommates through Schools App (an app that allows students to connect and make friends prior to and during college) and Instagram. She often group messages them using Snapchat.
Uses smartphone for various daily tasks	TH, XG, SR, EH	All interviewees own a smartphone

<b>Goals</b>	<b>Source</b>	<b>Detail</b>
Communicate effectively	TH, XG, EH	Three interviewees said they would like to be informed in advance about their roommates' activities in the shared living space (e.g. bring guests over)
Be more clean	SR, EH	Two interviewees wished for their roommates to reduce the mess made in the shared living space
Become closer friends with roommates	TH, EH, SR	Three interviewees stated they would like to get along with their roommates and know them more on a personal level
Treat roommates evenly with respect and friendliness	TH	TH expressed how she got along with one roommate more than the other and disliked

<b>Pains</b>	<b>Source</b>	<b>Detail</b>
Often disturbs roommates late at night and disrupts their sleep	XG, SR	Two interviewees have experienced their roommates creating loud noises when coming back at night, such as not being gentle when closing doors
Ends up spending the most on household supplies	TH	TH stated that she spends more money on household goods and groceries than other roommates although she has the lowest meal plan


<b>Desires</b>	<b>Source</b>	<b>Detail</b>
Reduce conflict	EH	EH expressed hating conflict and arguments with other roommates
A method to split living costs fairly	TH	TH found it unfair how her roommate doesn't offer to buy household items or share food
More efficient morning and nighttime routines with roommates	TH, XG, SR	Three interviewees stated that some roommates would have extremely different bedtime schedules and experience unorganized sharing of the bathroom

<b>Scenario</b>	<b>Source</b>	<b>Detail</b>
Undergraduate student pursuing a degree in finance	TH, XG, EH	Three interviewees are currently undergraduate students. XG is majoring in business.
Lives in a triple dorm	TH, EH	Two interviewees live in triples on the west campus of UW
Difficulty living with two other people due to differences in daily schedules and sense of cleanliness	A	We would assume that more challenges would arise when more people have to share a living space with greater differences in personal habits and daily routines
Roommates complain about cleaning up after her	TH, SR	Two interviewees complained about how their roommates didn't have the same level of



		cleanliness
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## TREVOR'S PERSONA



Trevor

### CHARACTERISTICS

- ~~24~~ 22 years old
- ~~Apply for med school~~ Apply for Med Sch
- ~~Shadows~~ at clean
- Reserved, prefer personal space
- Organized daily schedule
- doesn't use social media
- Picky on finding roommate
- ~~Roommate~~ is a vegetarian

### USE / TECH

- Android system user
- Schedule APPS
- ~~Fitbit~~ Fitbit
- E-mails
- Kindle user
- Window laptop

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### GOALS

- Aims to be an ophthalmologist
- communicate more effectively with his roommate.
- Spent more time with roommate, develop relationship
- Create fair cleaning schedule
- Eat more good food
- create agree on norms

### PAINS

- ~~Allergy~~ Allergic to peanuts
- irregular sleep schedule
- Does not have time to complete chores.
- Afraid to speak up
- Long work hours
- Micromanager everything

### DESIRES

- Don't want to disturb roommate at night
- keep track of shared finances (e.g food / groceries)
- Be an effective communicator
- Become a physician

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### SCENARIO

After a long work day, Trevor comes back home and finds everything is messy. Trevor, frustrated and tired starts cleaning up the mess while ~~at~~ ~~abusing~~ ~~his roommate~~ in his head he is mad at his roommate. While cleaning up he notices that his roommate left the peanut butter jar open. He gets more frustrated and anxious as he is allergic to peanuts. He's tired of constantly reminding his roommate of his allergies.



# Trevor

- Age 22
- Applying for med school
- Clean and organized
- Reserved, prefers personal space
- Vegetarian

## Goals

- Aims to be an ophthalmologist
- Communicate more effectively & spend more time with roommates
- Eat more healthy food
- Create and agree on norms

## Desires

- Not disturbing roommates at night
- Keep good track of shared finances (groceries)
- Become a physician

## Scenario

Trevor is working at a hospital in Seattle. Working in a hospital always leaves him exhausted because he has so many obligations he has to balance at work.

After a long workday, Trevor comes back home and finds out that the common place is in a big mess again. Trevor, frustrated and tired starts cleaning up the mess while he is mad at his roommate. While cleaning up he notices that his roommate left the peanut butter jar open on the table. He gets more frustrated because he has severe allergic reactions to peanuts, because a open peanut butter jar poses a significant risk to his health. He's tired of constantly reminding his roommate of his allergy.

It takes Trevor almost half an hour to clean up all the mess and ends up having a cup noodle as his dinner because he is too tired to make the meal. He is tired of cleaning the common place over and over again. He tries to avoid having conflict with roommate, but his roommate's disorganized lifestyle has upset Trevor's daily routine.

## Pains

- Allergic to peanuts
- Irregular sleep & long work hours
- No time to complete chores
- Afraid to speak up
- Like to keep everything clean

## Use of Technology

- Android phone, Kindle & FitBit user
- Windows Laptop
- Scheduling apps
- E-mails



## Trevor's Sources & Assumptions

Characteristic	Source	Detail
Age 22	SR	SR is 22
Applying for med school	SR	SR wants to apply the med school
Clean and Organized	SR, EH	Two interviewees wished for their roommates to reduce the mess made in the shared living space
Reserved, prefers personal space	EH, SR	Two interviewees mentioned that they like their personal space
Organized daily schedule	XG	XG is a day person who follows an organized daily schedule
Vegetarian	XG, SR	Two interviewees both have a vegetarian roommate

Tech/Use	Source	Detail
Android phone user	SR	SR is an Android phone user
FitBit	SR	SR is using FitBit
E-mails	SR, TH, XG, EH	All four interviewees used email
Windows Laptop	SR	SR owns a Windows Laptop

Goals	Source	Detail
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Communicate more effectively with roommate	TH, XG, EH	Three interviewees said they would like to be informed in advance about their roommates' activities in the shared living space (e.g. bring guests over)
Eat more healthy food	SR	SR always tries to cook and eat healthy food
Create and agree on norms	TH, XG	XG shares a room with three other people but no one makes a norm

<b>Pains</b>	<b>Source</b>	<b>Detail</b>
Allergic to peanuts	TH	TH's roommate is allergic to peanut butter
Irregular sleep schedule	XG	XG mentioned that her roommate always stay up late to finish her homework
Long work hours	SR	SR works from 8AM to 5PM everyday
Micromanages everything	TH	TH's roommate complained that TH micromanage everything

<b>Desires</b>	<b>Source</b>	<b>Detail</b>
Doesn't want to disturb roommate at night	SR	SR always comes back late because he is currently busy applying for the med school
Fairly divided finances(groceries)	TH	TH's roommate doesn't share or buy anything
Become a physician	SR	SR wants to be a physician

<b>Scenario</b>	<b>Source</b>	<b>Detail</b>
He needs to clean the room after a long workday	SR	SR is a clean and organized person. And He works from 8AM to 5PM everyday
He gets frustrated and tired	A	We assume that everybody will get frustrated and tired if you still need to clean the house after a long workday
He is allergic to peanut but his roommate leave the peanut butter jar open	TH, A	TH's roommate is allergic to peanut butter. So we would assume that it is possible for one roommate forget another one's allergy
Tired of being the only one who cleans the room	XG	XG is often unhappy about she is the only person who always cleans the room when it is dirty.