# Introduction

EDUCATIONAL DESIGN AND ENGAGEMENT

University of Edinburgh

Student personae

## What is a persona?

A personae is a representation of a person (or group). It isn’t a specific person but should be:

* realistic / believable
* not a caricature or a stereotype

## Why create personae?

The aim of personae is to help designers think about how people will interact with what they are creating. For instance, when designing a website or app, designers would use personae to help them think about different user needs.

Using personae isn’t a substitute for working with *real* people, it’s a supplement.

## Who could use these personae?

This set of personae was created to support those designing programmes and courses for online, face-to-face or blended delivery. It encourages learning designers to consider the range of students studying at the University of Edinburgh through providing a range of realistic examples, based on past and present students.

These personae could just as easily be used to examine the inclusivity of a range of student services, for instance an admissions process or access to student internships.

## How can these personae be used?

Personae can be used in any part of the design process. At the beginning, they may be helping in establishing who the potential students are, what might be their needs and how support could be designed in. Later, specific persona may be used to ‘road test’ a design, to examine how a student might experience it.

This set of personae, though personalised to Edinburgh, is otherwise generic; it aims to cover a full range of possible students studying any programme or course, at any level and in any discipline. If it is to be used in a specific context e.g. postgraduate induction, online short courses, it may be more appropriate to use a subset of the personae and/or adapt their content to suit the context.

# General scenario for these personae

These are your students. They are all well qualified and have chosen your programme and Edinburgh as they believe it will enable them to accomplish their academic and professional goals. You’re delighted that they have applied and are looking forward to welcoming them at the start of the Academic Year.

As you consider your programme or course, think about these students would be enabled to thrive.

These personae were developed with the support of Edinburgh staff from Student Services and Widening Participation, and EUSA student reps, both undergraduate and postgraduate, across the Schools.

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