Overall Goals

- These bullet points are very high level goals of the persona group. They are important to keep in mind when delving into detailed requirements.
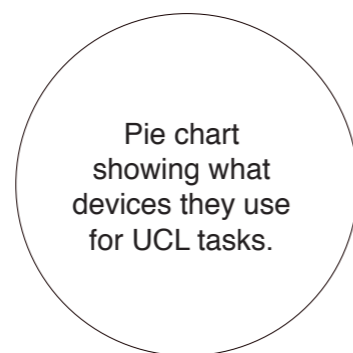
Key UCL Tasks

Primary

1. These bullet points detail the variety of tasks that the persona group typically carries out. They may not be all the most common tasks, instead the variety of tasks is important here.

2.

3. The primary tasks are replicated on the right of each page, where each task is broken down into steps.

4.

Secondary

-
-
-
-

Devices
Devices used for UCL

Pie chart showing what devices they use for UCL tasks.

Social Media
General social media usage

Media Type

Bars showing general use of social media

NAME
UCL Audience Group

"Interesting quote directly reflecting user research findings"

Introductory text. This text should give the reader a good overview of the persona character; it explains how their time is usually divided up, and touches on some basic requirements, goals and opinions.

Key UCL Tasks

1. Primary Task Description

Step 1	Step 2	Step 3

Suggestion or user research findings

2. Primary Task Description

Each of the primary tasks are broken down into steps. Each step has at least one icon to highlight the variety of types of actions that take place on and offline.

The blue flags attached to some of the steps are example suggestions of how the information on the task steps could be used to inform website strategy decisions.

3. Primary Task Description

4. Primary Task Description

ICON KEY

Icon	Description
	Performing an action on a website
	Searching on a website or application
	Talking to someone or physically attending an event/ meeting
	Writing down information or calculating something
	Reading a large amount of information online or offline
	Searching through a large amount of information to find something specific
	Using a mobile or tablet device
	Downloading something
	Finding or watching a video or media clip
	Forwarding on information, sending an email or referring someone to another place or person
	Printing something