



Administrator



Freshman



Parent





Ms. Lee

Communications Admin

“I try to send out loudspeaker emails as best I can!”

Biography / Goals

Ms. Lee needs to compile the loudspeaker script and also work on the emails. She's always busy, but is willing to work on the emails if it will significantly benefit the student body.

Key Challenges Typical Usage

- She's worried about consistency. Other options, like literal bulletin boards take a long time to update.

- Teachers and students submit new announcements through a Google Form. From here, she compiles the announcements into one script.

How could we explain to Ms. Lee why this email system would work better for her?

Should we make any changes to the design itself?



Jackie (14)

Freshman @ Forethought High

“I can never hear the announcements in the PE hallway!”

Biography / Goals

Jackie is a freshman at Forethought High School. As a freshman, she needs to take a mandatory PE hallway. But, the loudspeaker system there is impossible to hear. She finds about events only from her events, and wants a better way to hear about upcoming events and opportunities.

Key Challenges Typical Usage

- Cannot hear regular loudspeaker announcements, and struggles to remember them even if she does.

- Checks email regularly.
- Asks friends for any recent events.
- Looks out for flyers regarding high-profile events.

How could we explain to Jackie why this email system would work better for her?

Should we make any changes to the design itself?



Paul (32)

Parent

“I can't understand most of the written text sent to me!”

Biography / Goals

Paul has recently immigrated to the United States. However, his first language is Spanish and is still struggling to understand most of the school communication regarding his child. He usually translates (with online tools) much of the communication he receives.

Key Challenges Typical Usage

- Understanding school communication, especially what is high priority and not.
- Keeping in touch with his child about recent school events/opportunities.

- Looks through monthly school newsletters and pastes into online translator tools information that looks “important.”

How could we explain to Paul why this email system would work better for him?

Should we make any changes to the design itself?

