

Critical Skills and Practice

Project Descriptions

This document contains a persona representing a user group. Personas are mock users that represent potentially impactful perspectives. They involve some demographic information and a short paragraph. They are used to think through design considerations.

In this case, the personas represent respondents speaking in the first person about their anxiety and excitement ahead of coming to Edinburgh for their undergraduate degree. Information about where they last lived and their age is also presented.

Persona A

Age: 17

Moving From: Perth, Australia

I'm most excited about living in a European country and traveling. This is a long way from home for me, which means that I'm going to need help adjusting to a lot, but prioritising my mental health and finding communities that are excited about the same sorts of issues I am will be extremely important.

The only thing I'm really worried about is being far from home, but I don't really think there's anything that an app would be able to do to make that easier. It's a big worry for me, but I don't really know what to do about it.

Persona B

Age: 18

Moving From: London, England

I love how Edinburgh is a city, but isn't nearly as big as London. I think that I'm going to have a great time exploring the highlands, cruising around the coast, and meeting new people. I've been very fortunate in my upbringing, but I need to expand my horizons.

I'm honestly not worried about anything. I've got it all under control. This will be easy, I'm sure.

Persona C

Age: 24

Moving From: Crieff, Scotland

I think the part of Uni I'm most looking forward to is the change of scenery. I've been in a small town for a lot of my life, and I'm excited to explore the city.

I'm definitely looking forward to starting Uni, but I'm a little worried about how to move all my medical documents and prescriptions from my hometown to Edinburgh. After battling cancer, I also underwent an amputation of my leg, which means accessibility is extremely important to me.

Persona D

Age: 18

Moving From: Cantonments, Ghana

I'm really intrigued by the history of Edinburgh and the experience of just living somewhere new. I'll get to meet new people, try new things, and figure out what kind of person I want to be. That's a really cool part of starting Uni. It's scary, but in a good way, no?

The things that worry me most are mostly practical: How do I find a place to get my hair cut? What do I do if I catch freshers' flu? Who do I go to if I'm trying to get answers to these questions? Stuff like that.