Of Personas and Prototypes: An OPWL Webinar

Amy Vecchione and Will Hughes
Vision 2020 Personas
How did the personas shape the event?
Every decision you make will influence the impact on the user.
SALLY PROFESSIONAL GRAD

Graduate Student in Curriculum and Instruction

Sally has been doing training and performance evaluation in a medium-sized electronics sales company for 8 years. She studied business in college and is in her second semester of part-time online graduate school. She hopes to finish in two more years and both apply what she's learning to her job and move into management, which might be possible with this degree.

- Finds articles and book from course syllabus and colleagues
- Prefers eBooks
- Needs a fast loading website
Questions
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