



SNÖ

USER PERSONAS

MICHAEL WALKER

TEACHING ASSISTANT

MALE

48

DAILY TASKS

Provides support within his job to other teaching staff and students who require aid. Has a high standard of work and takes his role very seriously.

SPENDS TIME

- Mentoring students one to one
- Checking emails and reading books
- Actively pursuing a healthier lifestyle

ENVIRONMENT

Comfortable using computers, smart phones and tablets. Has a willingness to engage and embrace modern technology. Regularly connects to WIFI and 4G connection. Uses email frequently as well as the Microsoft suite, Spotify and BBC Weather due to a love of walking outdoors. Will spend about 2 hours a day performing these activities

GOALS

- Become healthier
- Try new snow sports
- Get outdoors more

FRUSTRATIONS

- Hasn't much experience with snow sports
- Always gets caught out with the weather



TOM VINCENT

UNIVERSITY STUDENT

MALE

22

DAILY TASKS

Has lectures and lab sessions most days. Also works a part-time job in a local shop. Has an excellent knowledge in his field.



SPENDS TIME

- Studying
- Participating in outdoor activities
- Playing video games

ENVIRONMENT

Very in line with the latest technology and extremely adept in using new apps and devices. Is always connected to the internet via Wi-Fi or a 4G data connection. Uses Spotify, Facebook, Instagram, and emails daily. Will spend at least 4 hours a day on different devices performing various tasks and activities.

GOALS

- Track more ski stats
- Take the right clothes on holiday
- Become more competent on slopes

FRUSTRATIONS

- Always loses piste maps
- Has got caught in adverse weather when skiing
- Has no resort specific weather

JESSICA HAMILTON

SNOW SPORT INSTRUCTOR

FEMALE

31

DAILY TASKS

Takes people of all ages and abilities out onto mountains to learn to ski and snowboard. Can also take groups on other excursions such as climbing or hiking.

SPENDS TIME

- In the outdoors
- Being responsible for peoples lives
- Skating

ENVIRONMENT

Is very comfortable using technology. Currently uses a sports watch to track ski and snowboard stats. Is very used to using a mobile device when on the job as it helps to keep herself and others safe from dangerous weather such as avalanches. Uses apps such as google maps, BBC weather, AccuWeather, and the Weather Network frequently to cross check information.

GOALS

- To provide a high standard of instruction
- Be in pique physical condition for outdoor activities
- Informed when on the job

FRUSTRATIONS

- Sometimes loses data connection in remote locations
- Has to check multiple sources for conditions
- Must memorise piste maps and lift times



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