

AGE:

24

OCCUPATION:

Rose is a Vocational specialist at a medium sized mental health facility.

FAMILY:

She is an only child and lives in a house with 5 other roommates.

HOUSEHOLD INCOME:

She makes about \$2000 a month.

PERSONAL PROFILE:

Rose has worked several jobs - including a grocery checker and wildlife preservation specialist. She recently graduated from the University of Washington and has worked as a vocational specialist for 6 months. She helps those with mental illness to find competitive employment. Her job entails helping clients to write Résumés and cover letters, as well as practicing their interview

skills. When she is not working with clients she spends time out in the field, looking to make contacts with possible employers.

INTERNET AND COMPUTER USAGE:

She has used computers almost her entire life. She is strictly a Windows user and is frustrated by Apple products. She also owns an Android smart phone. She spends 20 hours a week on the internet - most of which is spent on her smart phone.

USER GOAL:

She previously downloaded an app via the Android market and wants to find an app that can help her keep track of job listing and applications she has turned in for clients.

WANTS AND NEEDS:

She needs a categorized app listing section so that she can find one to suit her work needs. She also needs detailed category and app descriptions so that she can determine if the app will be useful to her



AGE:

56

OCCUPATION:

Wayne has been a Freelance artist over 30 years and currently designs branding and visual media for various clients.

FAMILY:

He has a son in his 30's but lives alone.

HOUSEHOLD INCOME:

Since he is a freelance artist his income can be anywhere from \$25,000 to \$75,000 per year.

PERSONAL PROFILE:

Wayne has spent most of his life working in the traditional print industry. He recently went back to school to update his computer skills. Before retraining he designed the visual aspects of ad campaigns for companies of various sizes. He now does consulting for small businesses who wish to set up social media campaigns for their businesses.



INTERNET AND COMPUTER USAGE:

Wayne has used computers for over 20 years but has only 6 years experience with modern PC Computers. He uses the internet about 10 hours a week. Most of this time is spent spend researching new visual design and social media trends. He has a smart phone but is just now learning how to use apps.

USER GOAL:

He has read on a blog that our company has an app that can help organize client files and easily create billing invoices.

WANTS AND NEEDS:

Wayne is new to using apps and is not sure what he is looking for. He does not know how to install software on his phone or how to use it. He needs extensive documentation to help him get started with our app. He wants a company that offers phone support to help him with any problems he might have. Wayne is willing to pay a monthly fee for this service.

