



How the customer explained it



How the Project Leader understood it



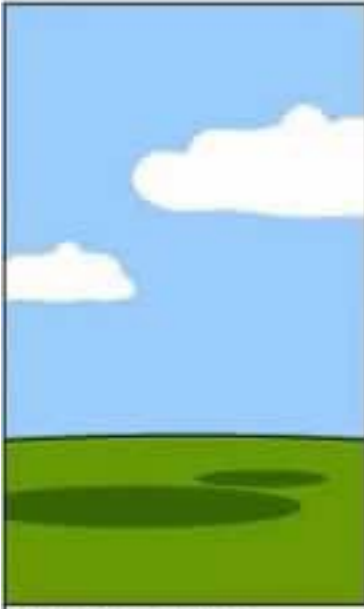
How the Analyst designed it



How the Programmer wrote it



How the Business Consultant described it



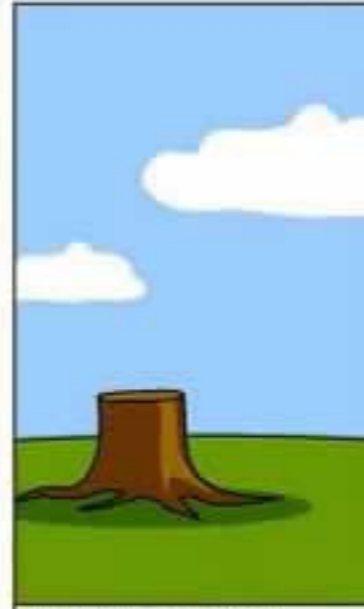
How the project was documented



What operations installed



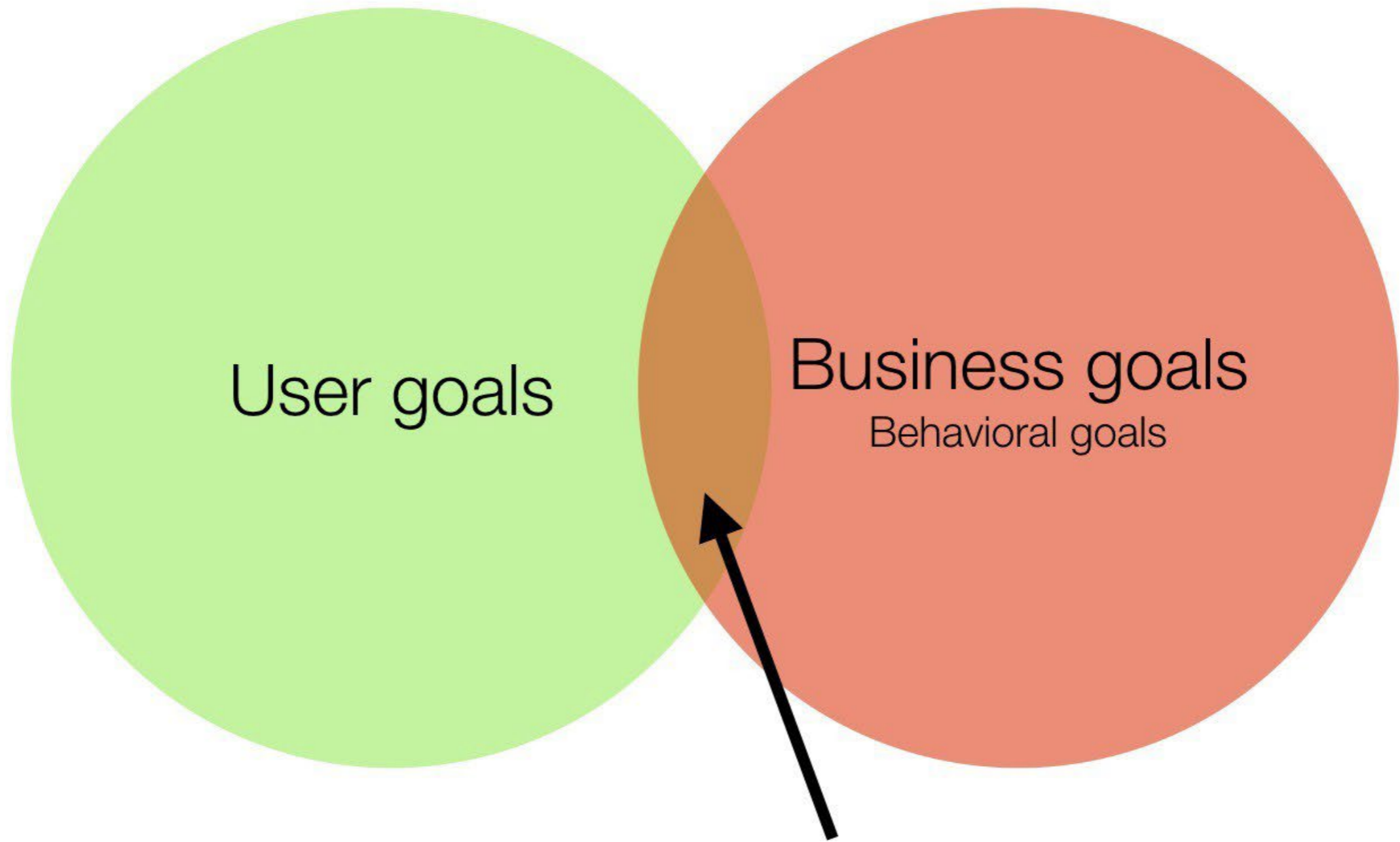
How the customer was billed



How it was supported



What the customer really needed



User goals

Business goals
Behavioral goals

Sweet spot

Note: Example may not have all the elements required for *our* class



BACKGROUND

AGE	27
LOCATION	San Francisco
MARITAL STATUS	Single, boyfriend
KIDS	None
OCCUPATION	UX Designer
SALARY	\$95K
EDUCATION	Bachelor's

CHARACTERISTICS

Active person (gym, yoga)
Loves traveling
Easy going
Semi-organized
Likes to plan

"YOUNG PROFESSIONAL"

Kelly

TECH KNOWLEDGE

LITTLE EXPERT

SPENDING HABITS

FRUGAL LAVISH

BOOKING PREFERENCES

LOWEST FARE MOST IDEAL FLIGHT

ABOUT KELLY

Kelly is an active person who enjoys traveling to new destinations whenever she can. She tries to plan one trip abroad each year, as well as shorter getaways to nearby locations. She has three weeks of vacation that she will ideally spend away from home. She mainly travels with her boyfriend, but occasionally with a small group of friends. Kelly makes a decent salary so she isn't entirely budget conscious, but she isn't an extravagant spender either. She often weighs options to see whether quality or price is more appealing.

GOALS/NEEDS

Wants to be aware of good flight deals
Wants to compare travel dates and times for the best price
Wants to be able to use miles or points toward travel bookings
Prefers one airline for domestic travel

Note: Example may not have all the elements required for our class

Clark Andrews

AGE 26

OCCUPATION Software Developer


STATUS Single

LOCATION San Jose, CA

TIER Experiment Hacker

ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality

- Extrovert vs Introvert
- Sensing vs Intuition
- Thinking vs Feeling
- Judging vs Perceiving

Technology

- IT & Internet
- Software
- Mobile Apps
- Social Networks

Brands

- Nike
- Calendar (31)
- Heart
- Alarm

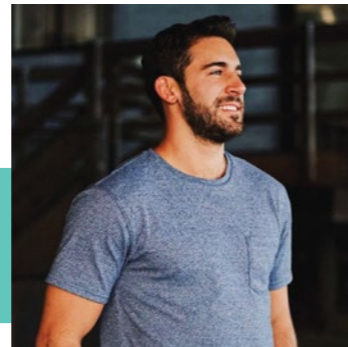
Life in Focus



Tone: Sophisticated, casual, artsy

Goals and Business Needs

- Emphasize that it's local photographers who are selling work
- Store/shop to sell prints of work
- List the size requirements for the people to set up their booths
- List that it's a free event to attend for the public
- Make a map of all the artist's location at the market
- List the date (once a month) of the event as well as the location
- Have a section for people to sign up for the next month



Derek

Derek is a 32 year old male who lives and works in the Chicago area as a photographer. With the profession he has, Derek regularly shops at Hobby Lobby, Michael's, and other craft stores like Jo Ann Fabrics. His personality is more laid back and casual since his wardrobe consists of mostly of plain t-shirts, jeans, and sneakers; however he does stay more professional for his business ventures. Because of Derek's career as a photographer his comfort level with technology is very high. In his free time, or while editing photos Derek likes to fill the silence with music from Post Malone, Adele, and 80s music. Derek has also been looking for a new way to sell and show his art, and he figured that this art market would be the perfect place.

Stylistic Info

Where does this person shop?

- Hobby Lobby, Michael's, Jo Ann Fabrics

What might this person wear?

- Jeans, plain t-shirts, sneakers

What music might this person listen to?

- Adele, Post Malone, Journey, 80s music

Demographic

Age: 25-35

Gender: Male and Female

Location: Local (Chicago)

Occupation: Photographer

Economic Status: Middle Class

Technological Comfort Level: High

Needs: To sell his work, to network with other photographers