*Deep marketing sight*

*“I want to have my own marketing business”*

|  |  |
| --- | --- |
| **Maria Andrade** |  |

**Personal Profile**

Maria is a mother of two teenagers, Laura eleven years old, and David nine years old. Her husband is a firefighter, and they are come from Spain. The leaved the country due to crisis that affecting that country and arrived to Vancouver two years ago.

Maria studied marketing in her country and she work for the government by 15 years, after that she decided to quit and build her own company with another colleague.

##### Currently she is living in Squamish and is working at Marwick company. Maria is specialist in marketing online so is doing it in that company.

She is enrolled in Social Media and Online Marketing at BCIT, and is taking [COMP1950](http://thenet.ca/) Web Development Level 2 due to is interested in build responsive web sites.

After complete her program at BCIT, she wants to consolidated her career here in Vancouver having the own company of marketing.

|  |  |  |  |
| --- | --- | --- | --- |
| **Scenario** | **Needs** | **Feature** | **Behaviour** |
| *Maria wants to do a homework for next class.* | * *Easy of use* * *Speed* * *Easy to find something* | * *Menu option* | *Maria finds the COMP1950 web site and she clicks the menu option and choose the class that she is looking for. She read all the article and the homework part. She start to do the homework using google and proper web tools.* |
| *Maria wants to know about the project specification* | * *Easy of use* * *Easy to find something* | * *Menu option* | *Using the menu option, Maria choose Project, and read the article.* |
| *Maria wants to know about the outline* | * *Easy of use* * *Easy to find something* | *Menu option* | *Maria finds the COMP1950 web site and she clicks the menu option and choose Outline and read the article.* |

|  |
| --- |
|  |

**2**

**background**

* 45 year-old
* Spain female
* Marketing career from Pamplona University
* Mother of family, two teenagers

**attributes**

* female
* easy going
* entrepreneur
* expert in socials networks
* web user

**customer needs**

* simplicity
* ease-of-use

