Persona 1: David

David, 75, is a college educated local business owner that has been operating since the 70's, selling custom products built from premade assemblies. He started by using a book and pen to keep track of his shop's inventory but in the 2000's, his company upgraded to using computer software to keep inventory. The process of switching was such a hassle that he swore he would never make his employees go through it again. However, i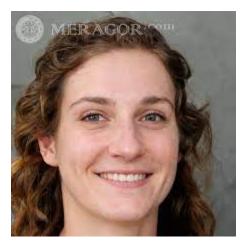t has been almost 20 years now since that switch, and his employees are fed up with the limitations of the ancient software they have been using and have been begging him for an upgrade. David has looked into solutions; however, he cannot find anything that is simple and customizable enough for him and his employees to integrate into their business at a reasonable price. Many of his employees are older, and not extremely tech savvy, and often have trouble when trying to learn how to use new technology. Although David has many young employees who would likely not have many issues with learning a new system, David does not want his older employees to be left behind and get frustrated trying to do their jobs. David is interested in using Sleuth, as it offers a simple system that can be customized to do exactly what he needs it to do without the need to pay extremely high monthly costs or a fee to get help with setting it up.

Persona 2: Kevin

Kevin, 45, has been working for David for 15 years. Kevin has a high school education and dropped out of college after a year. He has been getting frustrated with the software that the company has been using for his entire time there. He has been wanting to ask David about potentially upgrading the software, but he really doesn't want to have to go through the process of learning and training on a new system just to do his job that he is already busy with. He is pretty tech savvy for a 45 year old, but usually only will do it for things he is particularly interested in, not his 9/5 job.

Persona 3: Jennifer

Jennifer is 38 and has worked as an inventory manager for the last 10 years at a couple of different companies. Jennifer now works at a very large company where she has to lead 10 other employees in using the inventory management system. She's used a number of different inventory tracking software programs, but none that she would recommend to other colleagues. Jennifer has found the biggest problem with most inventory software programs to be the unintuitive or buggy user interface. Jennifer's department also has a large turnover rate, which means she needs an inventory management application that has an easy learning curve.