

José Carlos Almeida



Job Title
Photographer

Age
43

Highest Level of Education
University (Bachelor degree)

Goals

- Pick a photo and find similar images to decorate his shop window
- High performance application

Frustrations

- Slow processing times
- Application crashes
- Application with few features

Environment

He has no problem dealing with new technologies, since he is always up-to-date with the new technological devices that allow him to take photographs with better quality and less effort. For him, the important thing is that the application complies with the requirements that it proposed, allowing him to achieve his objectives, even if for that he has to learn all of its functionalities.