



Picture courtesy of unsplash.com

John Douglass

College
Student

Demographic

Age
19

Status
Single

Educational level
High School Diploma

Languages
English
Spanish

Description

John is a freshman in college studying for a BS in Computer Science. He has some familiarity with programming languages such as Java and C++, as well as knowledge about networks. He works as a part-time IT Assistant in a mid-sized company. He has just started learning about web development.

” Computer experts are the new rock stars!

Expertise

Tech Expertise



Artistic Expertise



Goals

- Learn the basic coding aspects of web development
- Understand how images and design can impact a website

Motivations

- A good foundational understanding of web development will add to his skill-set
- The Web Development Essentials website will help him get better grades
- The more computer knowledge he has, the better he will be able to find a job that he finds interesting and rewarding

Frustrations

- It's hard to find a good summary of the fundamental aspects of web development
- Available resources seem either too advanced or don't offer enough relevant information



Picture courtesy of unsplash.com

Carlo Carpenter

Middle School
Student

Demographic

Age

14

Status

Child

Educational level

Elementary School
Graduate

Languages

Italian
English

Description

Carlo enjoys school, basketball, and gaming. He hopes to learn how to create his own games, apps, and websites one day. He is casually interested in learning the basics of web development in his spare time.



I love sports and gaming! I hope to create the best new video games.

Expertise

Tech Expertise



Artistic Expertise



Goals

- Learn the basic aspects of computer programming
- Learn about graphic design

Motivations

- Have fun with computers
- Create the next great games and User Interfaces

Frustrations

- Bringing ideas to life is a lot of work



Picture courtesy of me

Mary Brown

Non-traditional
College Student

Demographic

Age
48

Status
Single

Educational level
Associate Degree

Languages
English

Description

Mary is the sole full-time caregiver for her elderly, disabled parents. She hopes to learn web development in order to get a good, remote job that pays well so that she and her family can live better.

” Technology can be fun and pay well too.

Expertise

Tech Expertise



Artistic Expertise



Goals

- Understand the basics of web development to assist with schooling and future career.

Motivations

- Get a job that pays well without advanced degrees in a relatively short period of time
- Come up with new technological and design innovations
- Use her artistic ability in a job that she enjoys

Frustrations

- Not enough time to study as much as she would like to
- Hard to find a good reference source about web development that packages the essential aspects of web development in an understandable way