Theodore "Ted" Coulson
Senior Intelligence Analyst
Airline

Age: 49
Gender: Male
Education: B.S. in Computer Engineering

Focus: Information analysis
Experience: 10 years

OWF Usage: Daily for 4 years
MP Usage: Once every other month for 2 years

Objective: Identify information and information patterns useful to his mission

Sub-Goals

- Visualize and cross-reference gathered information
- Find new tools that will help him better analyze information

Pain Points

- Lack of space on the screen
- Slow computer performance
- Information usage restrictions
- Fragmented professional community

Background

- Joining the Air Force after college, Ted worked in signals analysis for 4 years.
- He has spent the last 10 years analyzing information for the Airline.
- Ted has used OWF almost every day for the past 4 years and has been using the Airline's Marketplace for the past 2 years.
- He has significant experience with computers, primarily Windows.
- Ted has an Android Smartphone and enjoys downloading new apps. He visits the store approximately every other day.

Eleanor "Ellen" Jenkins

Intelligence Analyst

Airline

Age: 27

Gender: Female

Education: B.S. in international Relations

Focus: Information analysis

Experience: 6 months

OWF Usage: Daily for 5 weeks

MP Usage: Once

Objective: Identify information and information patterns useful to her mission

Sub-Goals

- Visualize and cross-reference gathered information
- Find and learn the tools that the team currently uses

Pain Points

- Learning new organizational processes
- Not yet comfortable with team's current tools
- Lack of space on the screen
- Slow computer performance
- Information usage restrictions

Background

- While on a semester-long internship, Ellen worked for a non-profit organization focusing on economic development efforts in southern Africa.
- The organization offered her a part-time job while she was in school and then hired her full-time after graduation.
- She worked at the non-profit for 3 years before she was hired by the Airline. Ellen is finishing up the Intelligence Analysis Development Program and will graduate in 6 months.
- Ellen is not into technology but she knows her way around the Internet and her iPhone.
- She is most familiar with iOS operating systems.