

USER PERSONA

Afroz Dar
Morganne Horsford
Ricardo Deodutt
Tuwanna Vassell



Hiro the Lawyer

Age: 30

Occupation: Lawyer

Status: Single

Location: Japan

Biography

Hiro is a popular lawyer in Japan. In his work field, he deals with tons of papers. Hiro wants to get his life together. He also wants to be eco friendly by any way possible.



Product Description

This stapler uses no staples! This product punches a wing-shaped slit on one side and then cuts out a tab which inserts into the slit and locks the sheet together. Very eco friendly!



Courtney Winter

Age: 20

Occupation: Student

Status: Single

Location: Brooklyn, NY

Biography

Courtney is a full time student whos major calls for constantly having a stapler on the hand for essays. The portable and compact stapler is ideal for her college needs.

Product Description

This compact and small stapler is perfect for anyone. This product can carried anywhere on the go. This product works just like a regular stapler but it is in a miniture form.





Josh Monte

Age: 47

Occupation: Wood Shop Professor

Status: Married

Location: Los Angeles, CA

Biography

Josh uses has been teaching wood shop for years. He also has a workshop at home and is currently renovating his house. This staple gun is perfect for around the house renovations.



Product Description

This stapler satisfies multiple needs. It can be used for fastening fabric, ceiling tiles, carpets, foam padding wires and screening. This is a multipurpose tool. This stapler is stronger and uses the right amount of force to hold carpentry.



Charlie

Age: 6

Occupation: Student

Status: N/A

Location: Disney World

Biography

Charlie is a curious and active child. He also loves arts and craft. Charlie also has very tiny hands. He is in need for a stapler for his arts and craft passion.

Product Description

This compact and small stapler is perfect for anyone. This product can carried anywhere on the go. This product works just like a regular stapler but it is in a miniture form.



Stapler One



Stapler Two



Stapler Three



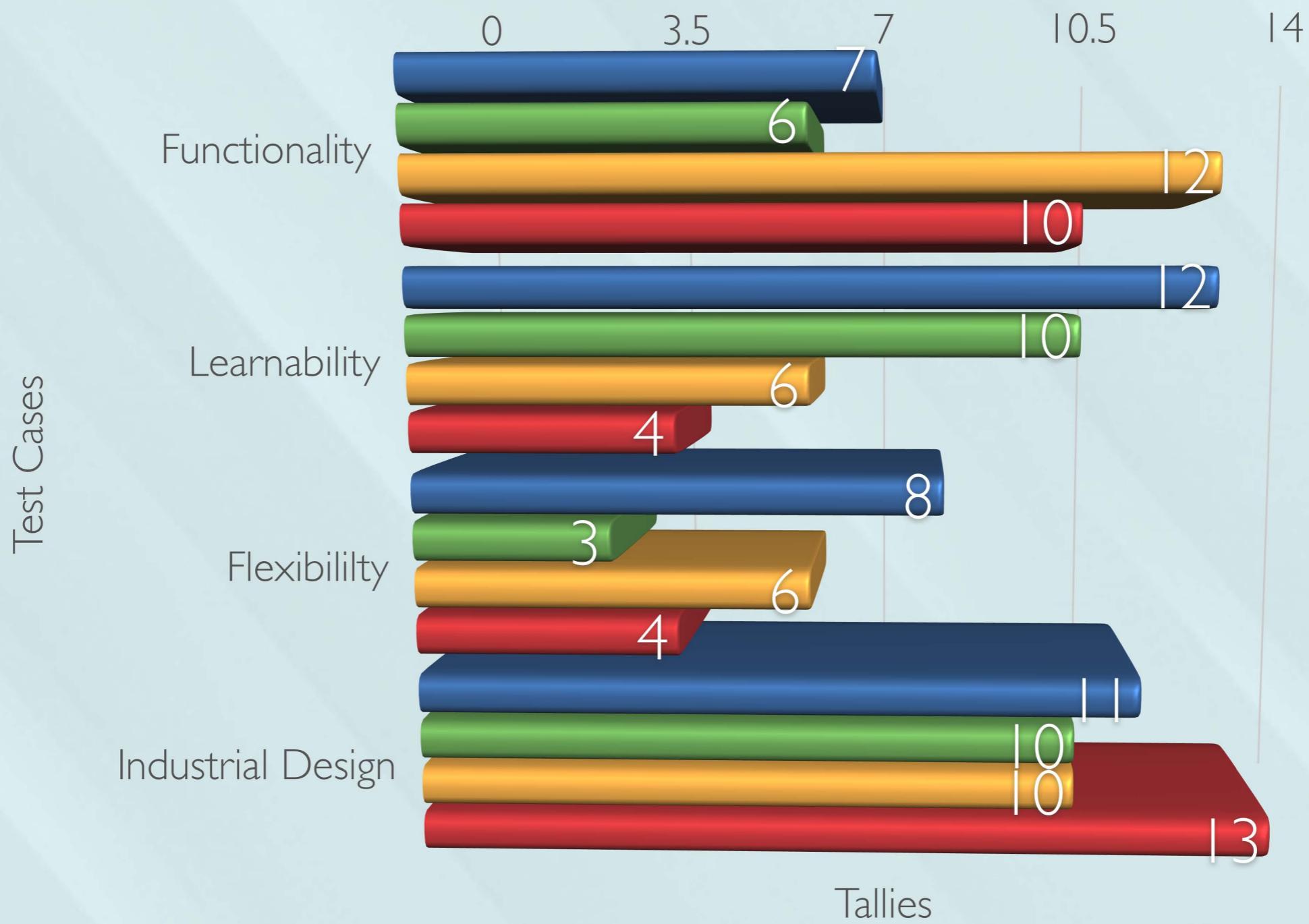
Stapler Four



PRODUCT				
	Stapler One	Stapler Two	Stapler Three	Stapler Four
Functionality	7	6	12	10
Learnability	12	10	6	4
Flexibility	8	3	6	4
Industrial Design	11	10	10	13
TOTAL	38	29	34	31

- Stapler One
- Stapler Two
- Stapler Three
- Stapler Four

User Testing Results



ANALYSIS

Out of the four staplers, we found varying results for each one. Some staplers were considered more practical for its purpose than others, some more learnable, and some more flexible in its use.

When it came to functionality the third stapler was the best one, **but** when it came to learnability the first stapler proved to be the easiest to use, and it also stole the show for flexibility. And then the fourth stapler proved to be the **most** aesthetically pleasing.

Each of the staplers proved to have strong points as well as weak points, highlighting the reason why they were made for different purposes.

CONCLUSION

In the previous slides, we showed the results we got from our user testing and came to the conclusion of which stapler was “the best one”.

And when everything got tallied up, at the end of the day the **first stapler** was what proved to be the “best stapler”.

