2:1 Milestone : Audience Persona

IT-226 Comm in STEM Professions

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Product Overview: DataNanny

Target Audience: DataNanny is tailored for both consumer and business customers.

Purpose: DataNanny purpose is to shield your personal and corporate data from prying eyes and sellers. Unlike other solutions that confine themselves to a single app or device, DataNanny works seamlessly across your phones, tablets, laptops, and desktops. It creates a fortress of privacy, ensuring your data stays completely untracked and secure in every digital corner of your life.

Key Features: For DataNanny to work its magic, it needs to be installed on all your devices. If even one is left out, the system won’t function—like trying to protect a network with a firewall that has open ports. DataNanny operates through a central server that keeps all tracking blockers in sync, acting as a proxy to filter data requests and only allowing the safe ones through. Users get a say, too, with the ability to see and challenge blocked or allowed requests. An AI will take the first look, and anything less than 85% certain will be reviewed by a team within 24 hours. It’s all about keeping your digital life secure, wise and efficient.

Technical Challenge: Speed is a critical factor for DataNanny. Users expect minimal delays in page loading and data transfers, so maintaining efficiency is crucial to preserve the perceived value of anonymity.

Development Details: We'll start by using Swift to ensure everything operates smoothly and efficiently. However, if finding developers proficient in Swift becomes a challenge, we have the flexibility to switch to C++. Our goal is to maintain optimal performance with the best available talent.

Persona : Kelsay Matthew



Demographics:

* Age: 45
* Gender: Female
* Location: Walnut Creek, CA
* Occupation: Systems Manager at a mid-sized company
* Education: Master’s degree in information systems
* Income: $160,000 annually

Psychographics:

* Tech Expert: Kelsay is highly knowledgeable about technology and cybersecurity.
* Risk-Averse: She prioritizes security and data protection in her professional and personal life.
* Decision-Maker: Kelsay is responsible for implementing new technologies in her company and values reliable, scalable solutions.
* Efficiency-Seeker: She looks for solutions that improve productivity and streamline processes without compromising security.

Background Story:

Growing up in Silicon Valley, Kelsay was immersed in technology from an early age. Her father, a computer engineer, fueled her curiosity with his projects, leading her to spend countless hours tinkering with old machines. This early exposure laid the foundation for her passion for tech. She pursued a bachelor's in computer science followed by a master's in information systems, focusing on cybersecurity. Kelsay’s knack for identifying potential threats quickly made her a standout.

Now, as a Systems Manager at a mid-sized company in Walnut Creek, CA, Kelsay thrives. Her expertise in technology and cybersecurity has fortified the company’s defenses against cyberattacks. She meticulously evaluates new technologies, ensuring they enhance security without compromising efficiency. Outside of work, Kelsay loves visiting local cafes, balancing work and leisure, and enjoys hiking Mt. Diablo. Her journey from a curious child to a cybersecurity expert is a testament to her dedication and hard work. Whether tackling cybersecurity challenges or hiking, Kelsay brings precision and determination to everything she does.

Resources

Brown, B. R. (2023). *Sharing Our Science*. MIT Press.

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