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| Persona: | Accountant Trade LTD |
| Photo | C:\Users\IliyanStoev\Desktop\business_woman.jpg |
| Fictional name: | Jane Johnson |
| Job Title/ major responsibilities: | Accountant |
| Demographics: | * 26 years old * Married * Mother of 1 child * Has a Bachelor Degree in Finance field |
| Goals and Tasks: | Really important for her is finishing her job on time, giving all she can  Spends her wok time :   * Dealing with clients * Sending reports * Working with numbers |
| Environment: | Since she is working with computers at work all the time, she feels really comfortable using one at home also. She is very ambitious, wants to grow into the hierarchy of accountancy, and be one of the best out there. |
| Quote: | “I should get this report done as soon as possible” |

Goal: To find expert tutor for her child/ Track if he/she submitted his/her homework.

Scenario: Jane just got back home, and wants to see if her child has written her/his homework. She opens Google Chrome and types “our webpage”, logs in, and see what her child submitted as a homework. Jane sees that 1 subject’s homework is not yet submitted, so she speaks with her/him, and it turns out that the child has some difficulties understanding the material. So she starts looking for the best tutor (because she’s ambitious). Goes under the menu “Find Tutors”, chooses a subject, then wants to see only the highest rating ones – “sort by rating”, and finally she founds what she’s looking for. There are 2 options here, either call the tutor and appoint a meeting (there is full information about each tutor), or simply see the Tutor schedule and choose a date. Then with a click of the button “Book”, she has made an appointment.