|  |  |
| --- | --- |
| Persona: | Microsoft Programmer |
| Photo |  |
| Fictional name: | Mariano De Solsa |
| Job Title/ major responsibilities: | Software developing |
| Demographics: | * 33 years old * Divorced * Father of 1 child * Has a master degree in Computer Science |
| Goals and Tasks: | Really important for him is meeting his bosses expectations regarding his work Spends his work time :   * Coding * Coding * Coding |
| Environment: | Mariano’s job as a programmer is really time-consuming. He spends most of his time in front of his laptop, and wants when he get home to have time for himself. |
| Quote: | “static void main(args[])” |

Goal: To find some tutor for his child, just to pass

Scenario: Mariano understood recently his child is not doing really well at school, which is not for the first time, but since he is so busy with his work, he doesn’t have the time to search for expert tutors and wants to find someone who will do the job. So he learned about our webpage, opens Google Chrome, and types it. Logs in the system with the username and password, goes under the menu “Find Tutor”, selects the desired subject, and chooses the first tutor he sees. Then a menu opens up where he can see information about the person, and also an option to book him/her online. Since Mariano is a busy person, he chooses the online booking, so a Calendar opens up, and he can see when the person is free for a meeting. Clicks “Book” and the magic happens ☺ .