


PETS-R-US PROJECT PERSONAS

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WEB-320

MILESTONE 1

Persona: The Tech Support User

Picture	
Name	Linus Torvalds
Distinguishing Characteristics	Is experienced with technology and can easily and quickly navigate webpages.
Most used features for application	Moderation and tech support features which includes scheduling and canceling appointments for users and accessing user information.
Least used features for application	Basic user front end scheduling.
Needs that application can meet for this user.	Ability to quickly make and cancel appointments for users and to view user information.
Computer Skill Level	Good – Extremely Good
Likely Age Range	20 – 40 years
Time Spent in Application	~ 5 hours/day
Devices Used	Desktop almost exclusively

Persona: The Consumer

Picture



Name

Stacy Matthews

Distinguishing Characteristics

Loves easy to use applications and things that makes her life simpler

Most used features for application

Scheduling appointments and reminders.

Least used features for application

Viewing her information and past appointments

Needs that application can meet for this user.

Ability to quickly schedule an appointment and receive a reminder when the appointment is getting closer.

Computer Skill Level

Poor - Average

Likely Age Range

30 - 65

Time Spent in Application

~ 5 mins

Devices Used

Mobile and Laptop

Persona: The Administrator

Picture



Name

John Welch

Distinguishing
Characteristics

Is business savvy and loves to analyze performance.

Most used
features for
application

Viewing Statistics on upcoming and past appointments as well as statistics on support actions.

Least used
features for
application

Scheduling or canceling appointments.

Needs that
application can
meet for this
user.

Can provide needed statistics that gauge the health of the service and company as well as information on support.

Computer Skill
Level

Average - Good

Likely Age
Range

40 - 65

Time Spent in
Application

~ 1.5 Hours

Devices Used

Laptop and Desktop

MILESTONE 2

SITE FLOW DIAGRAM –

See File: Brown-WebsiteFlow.pdf

SITE OUTLINE –

- I. Site Home Page
 - a. New Appointment Page
 - i. View Available Appointments
 - ii. Book Appointments
 - iii. Confirm Appointment
 - iv. Set Reminder
 - b. Upcoming Appointments
 - i. Appointment Info
 - ii. Cancel Appointment
 - iii. Add Note to Appointment
 - iv. Reschedule Appointment
 - c. User Info Page
 - i. View Past Appointments
 - ii. View Groomers Notes
 - iii. View/Edit Pet Info
 - iv. Edit Reminder Schedules
 - d. Support Page
 - i. New Appointment Help
 - ii. Cancel Appointment Help
 - iii. User Info Help
 - iv. Documentation

Process Flow Diagram –

See File: Brown-ProcessFlowDiagram.pdf

Photo Resources:

<http://static1.businessinsider.com/image/58360a81e02ba72a008b61cf/12-holiday-gifts-ideas-for-the-programmers-and-it-professionals-in-your-life.jpg>

<https://i2-prod.cornwalllive.com/news/cornwall-news/article628147.ece/ALTERNATES/s615/dog-attack.png>

<http://www.clevelandcliniclondon.uk/files/img/herb-smaltz.jpg>