Jared Brown

WEB-320

PETS-R-US PROJECT PERSONAS

December 2017

MILESTONE 1

|  |  |
| --- | --- |
| Persona: The Tech Support User | |
| Picture | http://static1.businessinsider.com/image/58360a81e02ba72a008b61cf/12-holiday-gifts-ideas-for-the-programmers-and-it-professionals-in-your-life.jpg |
| 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 | https://i2-prod.cornwalllive.com/news/cornwall-news/article628147.ece/ALTERNATES/s615/dog-attack.png |
| 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 receiver 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 | http://www.clevelandcliniclondon.uk/files/img/herb-smaltz.jpg |
| 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 –

1. Site Home Page
   1. New Appointment Page
      1. View Available Appointments
      2. Book Appointments
      3. Confirm Appointment
      4. Set Reminder
   2. Upcoming Appointments
      1. Appointment Info
      2. Cancel Appointment
      3. Add Note to Appointment
      4. Reschedule Appointment
   3. User Info Page
      1. View Past Appointments
      2. View Groomers Notes
      3. View/Edit Pet Info
      4. Edit Reminder Schedules
   4. Support Page
      1. New Appointment Help
      2. Cancel Appointment Help
      3. User Info Help
      4. 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*](http://static1.businessinsider.com/image/58360a81e02ba72a008b61cf/12-holiday-gifts-ideas-for-the-programmers-and-it-professionals-in-your-life.jpg)

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