

Motivational Model

Who	Do (Functional Goal)	Be (Quality Goal)	Feel (Emotional Goal)
Owner	Edit ePortfolio	Easy-to-use, flexible	Motivated, productive
	Login and register	Secure, convenient	Comfortable, convenient
	Upload/delete files/pictures	Up-to-date	Confident
Employer & Peer	Search and discover information	Navigate with ease	Impressed, satisfied
	Send messages to owners	Scalable	Connected

