

"Finding more job opportunities from small business brings me sense of achievement."



Vicky

Goals

- Clear buttons and improved placement for more accessible navigation.
- Less cluttered layout for easier browsing.
- Diverse fields for small business on the website.

Frustrations

- "I struggle with the navigation on the website."
- "The layouts of the website is complicated and confusing to find the business meet my needs."
- "Too less field of small businesses that aren't the company they actually are."

Vicky is a 22-year-old graduate fresher with bachelor degree who lives with her parents. They keep enhancing their abilities online, and continue to look for other jobs with much higher salary in small business.

They are frustrated with the online searching experience on websites because of the narrow field of enterprises and complicated navigation. They also feel disappointed about the layouts of the website which are too complicate to search the small business meeting their needs.

Age: 22

Education: Bachelor degree

Hometown: Taichung, Taiwan

Family: Parents

Occupation: Graduate fresher