**Overview:**

Claudia Walters is a 56-year-old woman. She works as an English professor at the University of Colorado. She is married to her husband John Walters and together they have 3 kids; Jack who is 19 years old, Jill who is 20 years old, and Adam who is 21 years old. She is Caucasian, earns about $65,000 a year, and has earned a PhD in English, that she earned in the same college she teaches at.

**A Day in the Life**:

In a typical day Claudia will wake up at 6 am, brush her teeth, shower, get dressed, then eat breakfast with her family around 7 am. She then leaves the house and drives to the university. She arrives at the university at 7:30 am then begins looking over emails, notes, etc. until 9 am. At 9am she begins her first class which is an hour long. After her third class she has lunch at 1pm. She teaches a couple more classes, then holds office hours, and finally leaves the university around 5pm. When she gets home she starts making dinner for her family and they all finish at 6:30pm. She then goes over her notes, lectures, and emails for a couple more hours. Once done, she takes a shower and heads to bed.   
  
**Work Activities**:

She teaches English at the University of Colorado. Her job is to teach 4 different English courses. She is a Professor of English so she is in charge of dictating most English curriculums and approving changes in current courses.   
  
**Household and Leisure Activities**:

She enjoys knitting, listening to Frank Sinatra, setting up family activities, cooking, reading, and writing. She spends her leisure time doing these activities.   
  
**Goals, Fears, and Aspirations**:

She has been teaching English for over 20 years. She has met her goal of being in charge of the English department. She wants to work for about 4 more years before she retires. Once she retires, she hopes to write different novels and become an established author. She is worried that once she retires and writes books, that her novels won’t sell well.

**Computer Skills, Knowledge, and Abilities**:

She has very little computer skills, knowledge, and abilities. She mainly writes and grades by hand. She doesn’t like technology because she finds is confusing and difficult to use. For this reason, she usually has a student helper who helps her open up software so that she can grade assignments online.

**Market Size and Influence:**

We want to create software that will help both students and teachers manage information in a simpler and more efficient manner. Claudia fits the demographic we are targeting because she is a teacher that find technology confusing and hard to manage. This is especially true during COVID-19 where teachers were expected to adapt and switch to remote access learning, which is a skill many of them had no prior experience with.  
  
**Technology Attributes:**

She uses technology to read and send emails, grade assignments and leave feedback, and to create discussion. However, she often needs help in regards to the grading, feedback, and creation of discussions.

**Technology Attitudes:**

She is not confident in her ability to use technology and she is skeptical about teaching English while utilizing technology.

**Communicating:**

She speaks eloquently and is good at communicating in person and responds to emails quickly. However, she is slow to grade assignment online and struggles to always leave feedback on online assignments.

**International Considerations:**

During the summer she travels to other countries for vacation with her family. However, this is the only time she leaves the country and it’s brief (usually 1-2 weeks).

**References:**

She is listed on the University of Colorado faculty& staff page. When you click on her profile it shows her job occupation, years of experience, and contact info. She is rated highly as a Professor on ratemyprofessor.com and many of her students have become English teacher in other universities. They still keep in contact with her and can vouch for her strength as a teacher. She is also in charge of leading the interviews for hiring new English teachers. Lastly, when applying for her English position 20 years ago she was interviewed and recorded.