**Michael | Computer Repair Technician**



Profile Attributes  
Age: 25  
Experience: 10 years  
Personal details: Single, 0 kids  
Computer Skill Level: Advanced  
Personality: Family-oriented, Funny

Profile: Michael is a computer repair technician. He is single, has no children and lives alone.

Michael is a new full-time computer repair technician, though he’s been doing it for years as a hobby. When Michael was a teenager, his mother would bring home old PCs from her office and give them to him to take apart. This really peaked his interest in the innerworkings of computers. Since the age of 16, he’s built his own gaming PCs. He enjoys to complexity of how a few silicon components can make a machine work the way computers work. He also enjoys adjusting the clock speed on his processors and pushing his systems to their limit.

Michael uses the computer for everyday use as well as gaming. He holds a Bachelor’s degree in Information Management Systems. After college, he worked on getting his certificates. He holds certificates in CompTIA A+, Apple Certified Macintosh Technician (ACMT), Cisco Certified Technician (CCT), and Windows Hardware Certification.

Michael is a healthy, active man, who eats like any regular 25-year old and exercises often. He runs about 15-miles, a week.

Features: The features that Dave would use most often are:

* Sign-in Page
* User Registration
* Service Repair Page
* Invoice Summary Page

The features the Dave would use the least are:

* Managing Users
* Log Files
* Statistics

Needs: Some needs that the application can meet for this persona are:

* Needs to be easy to use with quick navigation.

Key Drivers/Motivation: What drives Michael to be a computer repair technician, is the hands-on work he gets to have with the computer. He enjoys making something out of nothing and improving what is already there.

Validations: What validates Michaels decision to use our app is its user-friendly interface and quick navigation options. He knows that he can get anywhere with just a few cliks and likes that he can get customers in and out.

**Amy | Sales Representative**



Profile Attributes  
Age: 17  
Experience: 2 years  
Personal details: Single  
Computer Skill Level: Novice  
Personality: Reserved, Great sense of humor, Studious

Profile: Amy is the oldest of 3 children. Though she is still in High School, she knows that she enjoys the working of a computer. She is knows the very basics of computer repair and is looking to expand her skills. She’s working at Bob’s Computer Repair Shop as part of a High School Co-Op program where High School Seniors get Intern-like experience in learning a skill in exchange for High School Credit Hours.

Julie uses the web for home, personal use. She’s honed most of her skills through trial and error, and computer classes at school. Though she’s only on the registers because she’s not certified, working at Bob’s Computer Repair Shop has taught her a lot and she now knows her passion and her focus when she goes off to college.

Features: The features that Amy would use most often are:

* Invoice Summary Page
* Service Repair Page
* Sign-in Page
* User Management Page

The features the Amy would use the least are:

* Logs Files
* Statistics Page

Needs: Some needs that the application can meet for this persona are:

* Recall previous orders and invoices.
* Easy navigation.

Key Drivers/Motivation: What drives Amy, is that she enjoys working with machines. She feels computer are a great tool to help make life easier and loves putting them together.

Validations: What validates Amy’s decision to use our app is the ease of use it offers. It’s a clean, well-designed app that allows the user to go anywhere they wish with a few clicks. It’s organized, well developed and offers everything she could need in one place.

**Ryan** **|** **Lead IT Systems Engineer**



Profile Attributes  
Age: 45  
Experience: 25 years  
Personal details: Married, 3 kids  
Computer Skill Level: Expert  
Personality: Funny, Practical, Kind

Profile: Ryan is a full-time, IT Systems Engineer. He’s been working in this field in various positions for 25 years and hold just about every certification there is. He’s a mentor to the younger workers and enjoys teaching them the ins and outs of computer repair.

Ryan uses the web for work and for personal use. When he’s not checking his email or playing games, he keeping up-to-date with his many certifications. Though he enjoys hardware/software installation and troubleshooting, his real bread and butter is cyber security. Ryan is a certified cyber securiry expert and holds a Certified Information Systems Security Professional (CISSP). He mainly focuses on Malware Removal and re-imaging PCs

Ryan enjoys spending as much time with his family as possible. They often go on hikes and to the park. Ryan is fit and enjoys keeping fit. He’s adamant about exercise as it’s his main source to let out stress and re-focus.

Features: The features that Alexandre would use most often are:

* Password Recovery Page
* Security Question Page
* User Management Page
* User Permissions

The features the Alexandre would use the least are:

* Invoice Summary Page
* Service Repair Page

Needs: Some needs that the application can meet for this persona are:

* Easy navigation.
* Clean design.

Key Drivers/Motivation: What drives Ryan is the technical ability needed to do what he does. He enjoys the security aspect computers and strives to make each of their customers computers as safe as it possibly be. He likes to teach customer about safe computer habits and how to avoid malware/spyware.

Validations: What validates Ryan’s decision to use our app is the quality of the design. He knows that when he uses it, it’s a well-thought out, well-developed product that will allow him to get to where he needs to go to fix their customers computers.