



User Personas


Streaming Media Servers – Lecture
Prof. Mark Michon

User Persona #1	
Persona	Businesswoman with foreign ties
Photo	
Fictional Name	Kelly Trahan
Job Title	General Manager of STILES Property Management Firm
Demographics	<ul style="list-style-type: none"> ❖ 37 yrs old. ❖ Single. ❖ No children. ❖ Licensed Real Estate Broker since 2005. ❖ Mother lives in Denmark with her older sister and some extended family. ❖ Lives in South Florida.
Goals & Tasks	<p>Kelly is a hard working businesswoman focused on pushing her staff to becoming the best property management firm in the state. She hopes to ascend in her company to vice president so she can soon expand their market into several other states and maybe even abroad.</p> <p>She has recently been tasked with researching and assessing the probability of success for expansion in other states her company may be interested in expanding into. This means a lot of travel, with a lot of back and forth between hotels and home. Her responsibilities keep her tied up most days and it is crucial that she not forget anything at home when away because there's rarely any time for her to get replacements.</p>
Environment	Like many professionals her age, Kelly is committed to her staff as well as her clients which means a lot of time in front of a computer, tablet or smartphone dealing with all sorts of tasks. She enjoys using certain high-yield apps which help her keep up with all of her personal and professional responsibilities. She's always on the look-out for any app that can make her time more efficient both at work and at home.

Quote	"Did I leave my favorite lipstick at home? It's my favorite shade and makes me feel confident whenever I wear it! I can't believe I forgot it...AGAIN!"
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User Persona #2	
Persona	Retired Businessman
Photo	
Fictional Name	Eduardo Mesa
Job Title	Owner, MEMESABE Inc.
Demographics	<ul style="list-style-type: none"> ❖ 73 yrs old. ❖ Married and retired. ❖ Born in Cuba, currently resides in Miami, FL. ❖ Father of three adult children. ❖ Grandfather of two children. ❖ Enjoys international travel with his wife and children.
Goals & Tasks	Eduardo is a Cuban immigrant who moved to South Florida in 1991 and who had worked as a licensed CPA since then. He retired 10 years ago and has since enjoyed learning carpentry, electrical work and painting as hobbies. His wife recently retired as well and so they've been increasingly interested in traveling since neither of them had been able to travel much before. They'd love to see more of the United States by all transportation methods available so as to enjoy this great nation to the fullest.
Environment	Eduardo is no different from anyone who has found new technologies intriguing. He prides himself in being somewhat agile with technology both through the use of his desktop at home, his wife's Amazon Kindle as well as an iPhone his daughter and son-in-law got for him. He spends a couple hours a day researching the best and newest programs and websites which promise to make his days better and is currently looking for something that will help him remember what things they'll need for each of the trips he and his wife are planning in the near future. Technology can be challenging but he's getting the hang of it pretty quickly.

Quote	"More knows the devil from being old than from being the devil! But this old devil needs help remembering everything for the upcoming trip! Honey, have you seen my glasses?"
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User Persona #3	
Persona	Stay-at-home mother of 5.
Photo	
Fictional Name	Vanessa Lopez
Job Title	Stay-at-home mother and housewife
Demographics	<ul style="list-style-type: none"> ❖ 36 yrs old. ❖ Married. ❖ Born in Puerto Rico, currently resides in Daytona Beach, FL. ❖ Mother of five growing boys. ❖ Husband is a full time mechanic. ❖ Currently enrolled in online Cosmetology degree.
Goals & Tasks	Vanessa is a young stay-at-home mom and housewife. Her days are increasingly hectic and chaotic but she wouldn't have it any other way. With her husband being away from home daily she is completely responsible for the daily home tasks as well as any planning for her family such as groceries, school supplies, laundry and any trips the family takes. Her husband and kids rely on her organization skills to make sure that all of their needs are taken care of so they can truly appreciate whatever little time they can have away from their everyday responsibilities and enjoy each other as a family.
Environment	With as many responsibilities as Vanessa deals with on a daily basis she completely relies on her smartphones calendar to remind her of each of her kids' extracurricular activities. She also uses certain websites and paid subscription programs that help her organize her common activities. Recently, she found out that she's pregnant and she's been forgetting certain things at home even during quick one-day trips with her kids' field-trips or sporting events. She can't keep doing that because her kids coaches take it out on her kids and she feels awful! People tell her it's just "pregnancy brain" and she just needs some help from her family to keep up with everything. Still, Vanessa would like to find some online

	service or maybe an app that'll help her organize things for each of her kids as well as things for the whole family when it concerns a family trip.
Quote	"With 5 kids and another one on the way, plus let's face it, John is like a huge kid himself, it's so hard keeping up with everything! If only there was some way to organize things by kid, trips, and family that'd be great!"