

# PoolPal User Personas

Kyle Anderson  
SWDV-691: Software Development Capstone  
Design: User Interface Assignment

# Beginner Ben

## Demographics

- Age: 35
- Family: Married, 1 Young Child
- First-Time Home Buyer

## Motivations

- Wants a clean, safe pool for wife and child to swim in
- No experience maintaining a swimming pool
- Wants simple, clear maintenance instructions



# Data Denise

## Demographics

- Age: 44
- Family: Married, 3 Adolescent Children
- Lived in current home for 15 years

## Motivations

- Enjoys integrating technology into daily routine
- Prefers making informed decisions, based on available data



# Professional Pete

## Demographics

- Age: 24
- Family: Single, No Children
- Owns entrepreneurial pool-cleaning business

## Motivations

- Providing customers with a clear, thorough information on work performed
- Spending less time on paperwork

