

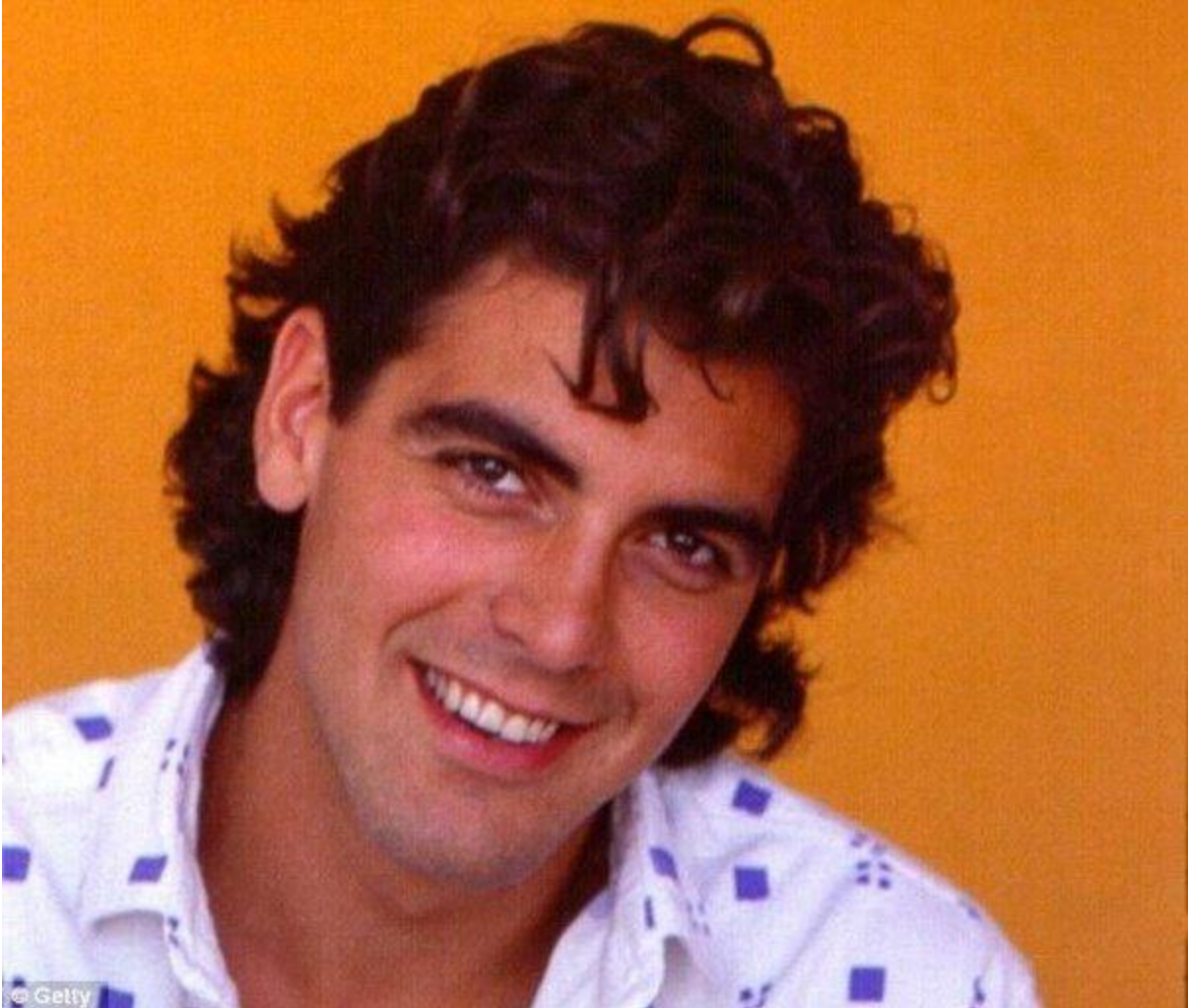
Joey Steelhouse



Persona:

Joey is the owner of a local business that sells signs. He is releasing a commercial soon but is using the technologies of dumbstruck to get constructive feedback on if viewers will like the commercial. Joey has dyslexia and this makes it difficult for him to run his company. It also makes it difficult to read emails and text that explains the feedback for his commercials. Dumbstruck uses pie charts and line graphs that update as the commercial progresses. These forms of visual feedback make it easy for Joey to understand the results of his commercial testing. Because Joey's dyslexia doesn't hinder him from understanding the dumbstruck feedback he was able to find a part in his commercial that made viewers disinterested and he took that part out of the final commercial.

Wayne Wick



Wayne is a wealthy business owner whose company doesn't have a lot of staff. He hired many interns from the summer and wants them to hire someone to make a commercial and have it tested. Wayne could pay more money to hire an employee to handle this but wants to give the young interns a chance to grow within the company. Wayne set them up with some marketing companies but didn't know much about getting a commercial tested or if the feedback was going to be too confusing for the interns to understand. Luckily one of the Intern's knew about the technologies of dumbstruck. After the marketing team created a commercial dumbstruck gave Wayne feedback the next day. The interns were able to easily understand the feedback and made a decision on which scenes from the commercial they wanted to keep. The commercial ended up being a big success and the interns were all given jobs at Wayne's company.

Edelina Suede



Edelina is a hairdresser in a small town in Indiana. She just opened up her own salon and has little to no business. In order to get more customers Edelina decided she's going to put up a commercial on the local news station. She doesn't have any experience in making a commercial so she got a family friend to help her out with it. Edelina had money to pay the friend to shoot the commercial but the friend suggested she should test the commercial with a focus group. Edelina doesn't have the money or time to send the commercial to a focus group so she decided to use the technologies of dumbstruck. With dumbstruck she was able to pay less and in one day she got the feedback she needed. The commercial tested well so she sent it in to the station. She instantly began to get more customers after the release.