

Payne Whitlock

age: 31

residence: Portland, Oregon

education: Bachelors degree in Computer Science

occupation: Data Analyst for the Portland Trailblazers

marital status: Single



"Finding a home in this housing climate will be tough."

Likes to watch basketball after getting home from work, programming, and playing chess.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Would like a tutorial on how to navigate the app's interface, making it easy to locate different homes.
- App needs to operate efficiently, so he can focus on programming without any headaches.

Values

- Hard work
- Diligence
- Flexibility
- Critical thinking
- Determined

Criteria For Success:

The service provided to the customer is dealt with in a kind and efficient manner. The job was completed on time.

Wants

- Would like a cost feature that shows the different prices of the homes he is looking at staying while accounting for location.
- Wants a filter setting within the app that allows him to add/remove different pieces of furniture while designing his home with the total cost of the home automated with every change.

Fears

- Is afraid of not finding a home in the city, where restaurants and gyms are more accessible.

