



Scholastic Stacey

Background

- Senior year in college studying Communications
- Vice President of her sorority
- Loves to plan social functions and needs a better way to organize these functions

Demographics

- 21 years old
- Not married/ No children
- No salary, currently in school

Goals and Tasks

Stacey is a busy person keeping up with her schoolwork and planning functions for her sorority. She enjoys the challenge of organizing the different events that her sorority hosts and feels like she is very organized to an extent. She's very good at decorating for the events and planning the different entertainment that may come to these events. The problem she always runs into is figuring out the food situation. The simple task for her is registering as a new user for the Food Voter App. The complex task will be figuring out how to set up a voting poll on the app.

Tech Tom



Background

- Applications systems analyst for a tech company
- Enjoys health and wellness but doesn't mind indulging every now and then
- Enjoys spending time with his family and playing with his son and daughter.

Demographics

- 33 years old
- Married with 2 kids
- Son age 7. Daughter age 5.
- Salary: \$52,000/year

Goals and Tasks

Tom enjoys working at his company and loves solving various problems that may arise on the different systems that he works on. He enjoys spending time with his family every chance he gets but sometimes he must work late and it's not always easy to have dinner ready for when he gets home. Tom has discovered this new app where he can have his family vote on different meal ideas. Even though he likes to eat healthy, he doesn't mind having a cheat meal every now and again. The simple task for Tom with this app would be setting up the voting poll. The complex task would be finding the results from the voting poll.

Busy Bill



Background

- Defense Attorney
- Harvard Graduate
- Enjoys reading and taking hiking trips with his wife and 3 daughters.

Demographics

- 52 years old.
 - Married with 3 daughters.
 - Daughters aged 17, 14, 11
- Salary: \$114,000

Goals and Tasks

Bill is a very busy man, keeping up with different cases that come his way as well as trying to shuttle his daughters to all their extracurricular activities. It's hard to find time to sit down and enjoy something to eat as a family, let alone decide on what to eat as a family. The simple task for Bill will be to send an invite to the voting poll on the Food Voter app. The complex task will be sending a message to his family on the results from the voting poll.