

Final Project Idea

Elevator pitch: A web experience summarizing, reviewing and discussing books read by Anh Nguyen in his 20's.

Long pitch: anhsbook.com will focus on sharing his opinions and thoughts about books that were read by Anh in hopes of looking for people with similar interest. Eventually when the audience grow big enough, Anh will hopefully be able to host meet-ups with his participants to continue growing his interest in reading books as well inspiring more young people to read and spread the beauty knowledge from fill pages.

PERSONAS

Business Owner: Andrew Wandor



Short description:

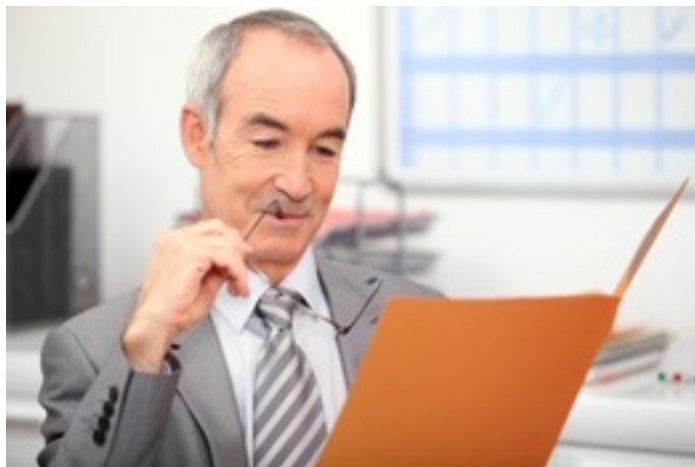
Andrew run his own business where he provides cleaning services to house and bigger facilities. He had a website that was built in 2000 and looks outdated. He would like to find someone who can redesign his website for a reasonable price.

Long description:

Andrew prefers to work with someone who he can personally interact with and is knowledgeable about modern web development because he would like to give his website a brand new look, in which he believes can draw more customer's attention.

Anh-portfolio is Anh's personal website that was built as one of his side projects. Anh's personal website demonstrates a great understanding of modern web design in which he's learned in MI 349 class at Michigan State University. With Anh's design skills and the independence he has as a college student, he can help Andrew redesign his business website.

Technical Director at Humana: Mick Horton



Short description:

Mick Horton is a technical director at Humana for more than 5 years and he's looking for IT interns for next summer who can demonstrate their passion in software and database development.

Long description:

At humana, data development plays an important role in all of their technical

development areas. That's why Mick is considering those who have database experience as a plus. Since Humana is a health insurance provider, having experience with working patient information will stand out.

Anh-portfolio is Anh Nguyen's personal website who is a Junior student at Michigan State University pursuing a degree in computer science. His website can help Mick know more about Anh's ability in software and database development given that Anh is working in a related-industry as his part-time job.

USAA Recruiter: James Hamilton



Short description:

James is a technical recruiter at USAA looking for web development interns to fill the web development team who can demonstrate his web development skills through a personal portfolio and have some backgrounds in software development.

Long description:

James has been working at USAA as a technical

recruiter for several years and he's always wanted to look for people who are passionate about what they're doing because he thinks the only way a job is well performed is only if people are passionate and enjoying what they do. When it comes to hiring, James usually look for proofs from candidate that shows his ability and interest in technology, specifically in web development.

Anh-portfolio is a website that belongs to Anh Nguyen, who is a junior Computer Science student at Michigan State University looking for an internship. Anh has built a website to demonstrate his ability and skills in web development in which could help James to determine whether or not Anh would be a good fit in his development team. Anh's personal website shows his side projects as well as weekend or Hackathon projects that were developed using different programming languages such as Java, C#, and Ruby. Using this website provided information, James, the recruiter, can contact Anh to discuss further opportunity at USAA.