

## ISTE-260 Team 1: Exercise 4

User Profile Table

Characteristics	Students	Potential Employees	Employers	Voters
Ages	15-25	18+	35+	30+
Sex	Male or Female	Male or Female	Male or Female	Male or Female
Physical Limitations	Should be able to use hands to type and eyes to read	Should be able to use hands to type and eyes to read	Eyes might be partially impaired due to age	Should be able to use hands to type and eyes to read
Educational Background	Educated enough to be literate	Educated enough to be literate	Educated enough to be literate	Educated enough to be literate
Computer/IT use	Most likely will have moderate computer skills	Likely to easily operate computer and applications	May not have much experience with computers and applications	Somewhat likely to easily operate computer and applications
Motivation	Very motivated to write professional emails to their professors or teachers	Very motivated to write professional emails to impress potential employers	Very motivated to write professional emails to their potential employees and current employees	Very motivated to write professional emails to their state representatives
Attitude	Attitudes may vary depending on how well the technology improves their emails and how easy it was to use	Attitudes may vary depending on how well the technology improves their emails and how easy it was to use	Attitudes may be worse because they may be more resistant to change/new technology	Attitudes may vary depending on how well the technology improves their emails and how easy it was to use

## Jacob Anderson



Persona 1 -"Employer"

**Age:** 51  
**Gender:** Male  
**Education:** Master's Degree in Business Administration  
**Experience:** 27 years working in business  
**Skills:** Business, management, and statistics  
**Occupation:** Entrepreneur and Business Owner  
**Ethnicity:** European  
**Language:** English and French

### Personality

- Hardworking and willing to get the job done.
- Adamant on keeping systems the way they've always been.

Anti-Technology

Dislikes Change

Hardworking

### Goals, Roles, and Expectations

- Send mass emails to current employees.
- Reply to potential new employees.
- Respond with other coworkers.

### Robustness

- Does not want any errors in their work, must be seen with no mistakes.
- Avoids trying and/ or using new products that are not the same old-same old.

### Motivation and Attitude

- Needs a product that will assist with writing and sending emails without being too big of a change or too complicated to learn how to use.
- Wants to help himself and all of his coworkers / employees be more successful in their professional emails.

### Context

Jacob Anderson is the hardworking and goal achieving CEO of Someplace Corp. He desires a simple way to have him and all his employees send emails within the corporation. Both himself and his lower management need to be able to spellcheck, grammar check, and review each others emails before being sent out to clients. Anderson would like to avoid any dramatic changes or complicated to learn applications to keep everything as easy as possible.

Image source:

<https://www.usatoday.com/story/money/2017/05/23/ceo-pay-highest-paid-chief-executive-officers-2016/339079001/>

## Amy McCarthy



### Persona 2 - "Voter"

Age: 27  
Gender: Female  
Education: B.S. Environmental Science  
Occupation: Environmental Supervisor  
Ethnicity: Irish American  
Language: English, Irish

Critical Thinker

Honest

Open-minded

### Personality

- Brutally honest; not afraid to call a friend out
- Always questioning the norm; does not accept "tradition" as a reason for lack of change
- Friendly, but doesn't open up easily to others.

### Goals, Roles, and Expectations

- Improve her vocabulary and lessen her tendency to use jargon.
- Wants to find a tool that is intuitive and almost fun to use; that using it shouldn't take more effort and frustration than not using it.
- Expects to be able to use the tool from her phone as well as an office computer or her personal laptop.
- Always looking for ways to make life more enjoyable, comfortable or convenient.

### Motivation and Attitude

- Enjoys trying out new tools or technology; thinks technological advancement is exciting, but expects new technologies to be unrefined and unsuitable for use.
- Is frustrated with the built-in spell check and auto-correction functions that come packaged with most devices
- Is frustrated with most mobile apps for email. Thinks they are clunky. This is the main reason driving her to write most of her emails on desktop.

### Robustness

- Prides herself in having a strong presence, whether in the workplace or within her circle of friends.
- Does not like to make mistakes at all if possible.
- If she were to regularly use tool or software, she would need to trust it more than she trusts herself to do a task manually.

### Context

Amy McCarthy is a young and tech-savvy U.S. citizen who has involved herself with politics. She makes the effort to vote whenever she can.

McCarthy wants to become more involved by reaching out directly to her representatives, and feels like e-mail is a suitable form of communication. However, there is a generation gap between her and most of her representatives and she is unsure if she may accidentally use abbreviations or jargon that her representatives would not understand.

Peers are not always available to proof-read e-mails for her, therefore McCarthy is turning to third party applications for the task.

Image Source: <https://unsplash.com/photos/ggJRxqOEaFY>

## Jonah Hill



"I am good at software programming but not so confident about my professional writing."

Age: 23

Work: Student

Family: Single, no children

Location: Rochester, NY

Character: Optimistic about future

### Personality



Reliable

Imaginative

Confident

### Frustrations

- Finding the right job is harder than expected.
- Not good at selling self.
- There are very few jobs in Rochester, NY for IT professionals.

### Goals

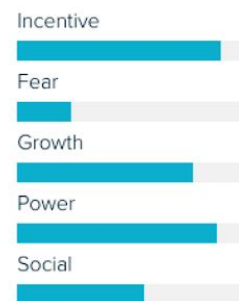
- Secure a software development job in locally based company.
- Target starting annual salary: \$72,000 or more.
- Gain industry experience and start a business in ten years.
- Retire early.

### Bio

Jonah is a final year IT student at RIT graduating in 6 months. He is very anxious about finding the right job although his interviews at EagleView and Harris Corporation went well. He is worried that the pay won't be enough to cover the student loan payments while still living independently. He is glad the 2010 Toyota Prius his dad gave him still runs good and buying a new car isn't one of his worries.

Jonah is very good in programming but writing professionally is not one of his strengths.

### Motivation



### Brands & Influencers





## Michael Brooker



*Job Seeker*

Age: 30  
Gender: Male  
Education: Bachelor of Science  
in Business Administration  
Experience: 8 years  
Skills: Sales Planning,  
Developing Budgets, Motivation,  
Market Knowledge, Negotiation  
Occupation: Verizon Wireless,  
Sales Manager  
Ethnicity: African American  
Language: English

### Personality

- Honest, hardworking, trustworthy manager
- Great with talking to people in person

People-Person

Inexperienced in job hunt

Open to Change

### Goals, Roles, and Expectations

- Start applying and reaching out to employers because I'm looking for a new job
- Sending Follow-up emails after interviews/job fairs
- Expect that this tool will help me write professional emails quickly

### Motivation and Attitude

- Been out of the job market for a while and need to send inquiry/follow-up emails to employers
- Willing to try new things in technology

### Robustness

Need to be able to send different types of emails such as: inquiry, follow up

### Context

Michael Brooker has been working at Verizon Wireless for the last 8 years ever since he graduated from Brockport. He has enjoyed his time there but he is ready to tackle a new adventure. He feels like it's been a lifetime since he had to apply for jobs and prepare for interviews. Brooker is stressed about writing emails to employers because he feels like times were a lot different 8 years ago. Brooker is looking for an application that can take some of the stress out of writing professional emails so that he can be effective in the job hunt. Also he needs to minimize the time he spends on emails so that he can focus on other parts of the job search such as building a resume and preparing for interviews.

Image source:

[http://2.bp.blogspot.com/-osq\\_9kTliPw/Tu7BrIFvzVI/AAAAAAAAAQw/PsAMUFKOf6s/s320/Columbus%2BShort.jpg](http://2.bp.blogspot.com/-osq_9kTliPw/Tu7BrIFvzVI/AAAAAAAAAQw/PsAMUFKOf6s/s320/Columbus%2BShort.jpg)

## Scenario

Lead Writer: Nick Mancini

Jacob Anderson is a busy man. He manages his own enterprise during the day and is a loving father of two after he clocks out. Managing his enterprise is tough enough having to send mass emails to other management teams while he works around the clock to keep the company running smoothly. He thinks that he can manage his own time more efficiently if he did not have to constantly check over his writing. Jacob catches wind of our product from one of his management employees and is told how much time it has saved him when writing his many emails. He is not normally one for trying new things, especially with technology, but his employee insisted that he give it a chance.

Jacob decides to try it out and downloads a trial version to get a feel for the program. He is greeted with a welcome message describing what the program does and describes how to use each of the basic tools. He quickly learns how to properly adjust the spellcheck, word prediction, and how to make a template for some of his management teams. The tutorial flies by and, in less than ten minutes, Jacob feels comfortable with the GUI and its tools. He is astounded by how easily it was to implement with Outlook and that someone like him, with little to no technical expertise, could use it efficiently. His grammar is checked and made flawless, the word prediction saves him time and makes him sound even more professional, and his templates are personalized so that his replies do not feel robotic. Jacob buys the full version of the product and leaves a glowing review on the website to let other prospective buyers know how much time and needless stress it saves him.