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| **User group** | **Characterizing properties** | **Requirements that can be deduced** |
| Type of user | CEO | Access to many functionalities |
| Frequency of use | Daily | System needs to be up at all times |
| Mandatory/discretionary | Mandatory | None |
| Computer experience | Some experience, expect the CEO to know a fair bit about how to use software | System must not be too difficult to use |
| Education/intellectual ambitions | Expect the CEO to have a high level of education | System must be professional |
| Motivation / goals | To keep track of how his business is doing | The CEO needs to request overviews and be able to keep track of many items |
| Number of users | 1 | System does not have to be able to handle large amounts of traffic |
| Task knowledge needed | User needs to be able to know how to navigate through the system | Training (see next) |
| Training on system | Need for brief explanation on how to use the system, no manual required | We need to arrange training for the CEO |
| Other system used | None | None |
| Ways of working | User wants to use the system as efficiently as possible | System needs to be easy and quick to use |