



Karen Woltowski, 46

BIOGRAPHY:

Karen has 2 sons, a doctor named Jeffrey and a future lawyer named Phillip who is in college. Karen grew up in Phoenix, Arizona but moved to Austin eight years ago to work with the University of Texas. Prior to entering academia, Karen worked as a usability professional in an industry setting. Moderately comfortable with computer and regularly uses her smartphone and PC at work and home. Regularly checks email, but using computer for long periods of time is straining.

DEMOGRAPHICS:

Age: 46
Race: White
Gender: Female
Education level: PhD
Occupation: Usability professional and university lecturer
Income level: \$56,432
Location: Austin, TX

Hobbies: Watching reality TV singing competitions and spending time with husband and kids. Also enjoys playing puzzle games on smartphone. Karen likes to try and stay active by walking the family dog every morning and doing zumba classes on the weekends.

GOALS:

- 1. Access phone numbers of staff and faculty
- 2. Easily schedule meetings with other staff.
- 3. Receive information about notable school events.
- 4. Provide students with opportunity to take interest/get involved in her work

MOTIVATIONS:

- 1. Gain respect from peers in usability field
- 2. Inspire students to take interest in UX
- 3. Form strong relationships with colleagues and students

FRUSTRATIONS:

- 1. Complex, hard to navigate layouts
- 2. Having to constantly refamiliarize with changing designs
- 3. Too many steps to access information
- 4. Small, hard to read text.