# Image result for stock images of people software developer middle ageMatt the Car Fan

Background:

* Works in software development
* Bachelors degree
* Is married and has two kids

Demographics:

* Male, 30-40 years old
* Single family income of 80-100K/year
* Lives in the suburbs

Identifiers:

* Very interested in cars
* Very technically adept with computers
* In the market for a new car

# Image result for stock images professional woman 30sMary the Project Manager

Background:

* Works in project management
* Masters degree
* Single

Demographics:

* Female, 30 years old
* Single family income of 100-150K/year
* Lives in the city

Identifiers:

* Business savy
* Content with current economy vehicle
* Is curious about electric cars and smaller vehicles that are ideal for an urban environment

# Edith the Grandma

Background:

* Retired
* Has parents and grandparents

Demographics:

* Female, 55 years old
* 50-75k/year

Identifiers:

* Limited technical proficiency
* Is comfortable performing simple tasks on the computer, such as using google, e-commerce, and sending e-mail

# Tasks

## Simple Task:

Visit the website calendar and RSVP for an event

* Matt the Car Fan – Should be able to perform this task with limited difficulty, since the calendar link is easy to find and there is a button to RSVP.
* Mary the Project Manager – May have a little difficulty finding the right place and navigating the calendar, but should be able to manage because the calendar will use a standard design / layout.
* Edith the Grandma – Limited to now difficulty with this task, as the concept of a calendar should be familiar. However, may get tripped up on how to send over the RSVP info (name, etc.).

## Complex Task:

Visit the website message board, find a discussion post and reply to it (with an image from their computer)

* Matt the Car Fan – Should be able to perform this task as they are familiar with the concept of a message board, finding the right post, and uploading an image.
* Mary the Economy Car Driver – May have a medium level of difficulty with this task. Finding the right post will be okay but uploading a local picture may be a little more challenging.
* Edith the Grandma – High level of difficulty with this task; especially uploading the image. Searching for the post may also be a challenge too.