

Chloe Chao

age: 27 years old

residence: Indianapolis, Indiana

education: Bachelors Degree in Law

occupation: Lawyer

marital status: Married, with two kids



"Always ready to help others"

Helps clients during the week. Loves spending time with her family during her downtime.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Organize emails.
- Organize family messages.
- Searchable messages.

Values

- Family
- Clients
- Staying hard-working

Criteria For Success:

Staying organized and staying focused. Being able to know what is going on during the day without having to struggle finding everything they need. Staying in school and working hard.

Wants

- Simple
- Customizable Layouts
- Groups

Fears

- Getting caught up in work and falling behind.
- Not being able to find emails from clients.
- Being unorganized



Mike Dunwich

age: 29

residence: Seattle, WA

education: Bachelor's of Computer engineering

occupation: Embedded Systems Engineer

marital status: Single



"Never stop imagining"

Ambitious part time graduate student, originally a country boy; he likes the energy and ambience of the city and the activities that come with it.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Personal accomplishments

Support from friends

Completion of higher learning

Learning new things

Needs

- Good allocation of time/No wasted motion
- No unnecessary hassles
- Simplicity
- Organization

Values

- Honesty
- Left-sided politics
- Technicality
- Friendship
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Wants

- Themes/layout options
- Grouping
- Blocking
- Task management
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Fears

- Deceitfulness
- Wild animals(coyotes, wolves, bears)
- Idleness
- Lack of control
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John Pittman

age: 34

residence: Pullman, Washington

education: B.S. in Marketing

occupation: Director of Marketing, Americorp Washington

marital status: Single



"Communication is a 'make-or-break' component of our team's work. We can't work effectively unless we're all on the same page."

A typical day for John involves attending meetings with his own team, as well as meetings with his bosses. These meetings take many forms, from in-person to online/conference calls. Throughout the day he also needs to maintain a steady line of communication with his team.

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INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Quick and current communication among his team.
- Needs to maintain a sense of "priority" in which messages are seen/responded to and when.
- Needs a platform that is stable and reliable that doesn't require much "upkeep."

Values

- Reliability
- Simplicity
- Ease-of-Use

Criteria For Success:

As the director of his team, John feels most successful when he knows that everyone on his team is on the same page, and that everyone has a clear sense of their role in the job at hand.

Wants

- John has often imagined an application that could "do his thinking for him" when it comes to prioritizing messages.

Fears

- Fear of feeling as if he has failed his team.