

## Personas and User Stories

### Persona 1:

#### **Tammy Tweeter, 22**

Thinks she's really funny  
often gets a lot of funny thoughts that she wants to tweet, but not all at once.

So, she wants a place to organize and plan all of their tweets.  
However, she also wants to use them as Instagram captions.

#### Needs:

- create multiple entries
- May not necessarily want to plan them for a day right away
- Make sure her tweets can fit within a character limit

Tech ability: 8/10 (1 is least, 10 is most)

*"Sometimes I just need to write down my ideas, but don't want my drafts stolen if Twitter gets hacked. Storing all my great ideas on my own device would be a great peace of mind"*



### Persona 2:

#### **Ailed Alexis, 27**

Clerk at Jordans Implement, Imperial CA.

Father of two, always busy running warranty claims for his company.

Gets stuck with certain marketing duties, doesn't get paid extra.

Since he got sick with cancer, he wants a place to keep track of pending warranties and deadlines to maximize his companies earnings and decrease company debt to make his life easier during his current fight.

#### Needs:

- Quick way of documenting plans for the week
- Delete older plans

Tech ability: 5/10 (1 is least tech-savvy, 10 is most)

*"Chemotherapies have sure been taking a tole on me! I need a CRUD to help me on my cancer journey and take some of the weight off my shoulders"*



**Persona 3:**

**YouTuber Yousef, 22**

Content King

He's always on the grind.

Makes Call of Duty commentaries like it's 2014, and wants to make sure everyone is seeing it.

Wants a place to organize accompanying tweets and Instagram posts about his content.



Needs:

- Organize posts for each video he makes
- Note the tweets and Instagram post captions advertising it
- Remember what times he will post things at
- Clear past entries

Tech ability: 9/10

*"I need to remember what I'm saying so my SEO doesn't drop, but don't want to have to check all three platforms to remember it"*

**Persona 4:**

**Older O'Reilly, 52**

Owner of local food place

Kids moved out, didn't teach their dad about social media very much

Wants to grow his business online so more people come in

Hoping that tweeting and Instagram posting will bring in younger people, who could eventually take over

Doesn't know what a draft tweet is

Thinks a Story is a tale about his friends getting lost in the Amazon

Needs:

- Track his ideas on his computer
- Time tweets and posts with his promotions
- Keep past promotion plans for reuse



Tech ability: 2/10

*"As an entrepreneur, I don't have time to keep track of all the memes and trends. I need a planner so I can cook-a my pasta, keep my customers happy, and easily plan when I'm going to post my promotions."*

**Persona 5:**

**Valiant Vince, 32**

Staff Sergeant Recruiter in the U.S. Army.

Father of 5.

If he isn't writing counseling's, article 15's, or keeping up with 1-24 Infantry Regiment's huge documentation workload, he is smoking privates like the fourth of July.

Don't let him catch you with your hands in your pockets!

He is about to get promoted to Sergeant First Class and will only see a rise in work and stress because of it. He really needs a way to increase his recruiting stations popularity to increase recruiting percentages as the nation is in need of soldiers!

**Needs:**

- a way to distribute upcoming events to all his professional social media outlets, to attract new recruits.
- a way to evaluate which posts have been popular to inform other recruiting stations about what is working and what is not.
- a way to continuously automate his recruiting posts as most of it tends to be the same.

Tech ability: 3/10 (1 is least tech-savvy, 10 is most)

"With the current state of the nation, the Army has been barking that it wants more volunteers! I don't know the first thing about CRUDS, but this better provide me a way to become better and more efficient at recruiting!"

