User Personas

Who will be using our website?

ers in the industry
e Engineers

Software Engineers in the Industry

Bob Ursula

Demographics

Age: 42
Work: Senior Software Engineer
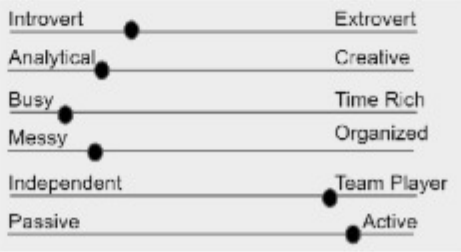Family: Married, 2 children
Location: San Diego, California

Quote

"I am looking for an easy to use software that allows me to schedule my day to day tasks easily so that I can focus more on creating new software"

Bio

Bob is a senior software engineer in the industry and has been working for the past 20 years. He spends most of his time in meetings brainstorming and coming up with new ideas for software to develop.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time Rich
Messy	Organized
Independent	Team Player
Passive	Active

Goals

- A user friendly software that keeps track of his tasks.
- Software should be able to create tasks to do, read the already created tasks, update the tasks and delete them once I am done.
- Focus more on creating software and spending less time organizing his tasks to do.

Brands

Aspiring Software Engineers

Grace Ursula

Demographics

Age: 19
Work: College Student
Family: Father, Mother, 2 siblings
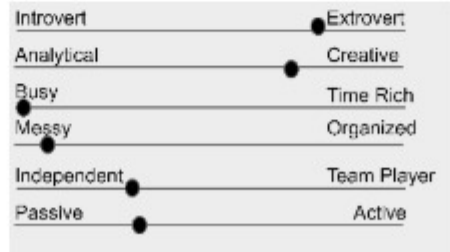Location: Irvine, California

Quote

"I am currently taking a class in Software Engineering and learning how to work in a group. I would like to use a software that allows my team and I to keep track of tasks to do."

Bio

Grace is a college student who is new to software development. She has been programming individually for the past 3 years and is experiencing Software Development management for the first time.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time Rich
Messy	Organized
Independent	Team Player
Passive	Active

Goals

- A software that allows me to keep track of my teams and I's to do lists.
- The software should be easy to use so that I can focus on learning the important software development practices.

Brands

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