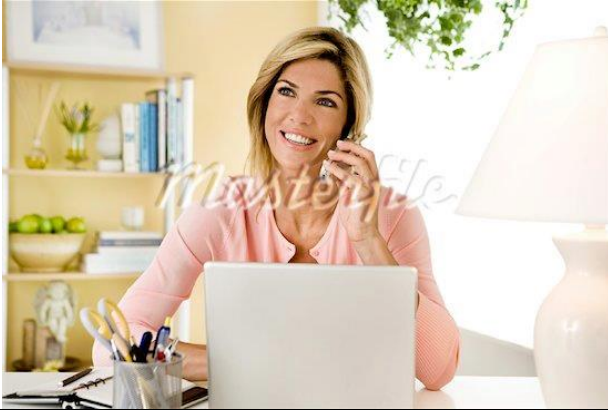


User Persona

Karen Porter



“I use the website to arrange tutoring for all three of my high school aged children.”

This user uses the website to get information on tutoring subjects, tutoring availability, and to make payments online.

Characteristics	Influencers	Pain Points
Age: 46 Education: Nurse Job Title: Homemaker Tech Familiarity: Low Tech Usage: Low Platform: Desktop and iPhone	<i>Easy to navigate, easy to quickly find information. Site feels welcoming. Easy to get involved with services.</i>	<i>Confusing navigation or sitemap. Long load times. Different experience from desktop to mobile.</i>

Scenarios	
Goal: Get information on tutoring services for children.	
Goal: Pay for services online.	