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Project Title: Pin Base Application

Project Idea: Family Tracking App

Personas



Persona 1: John Smith

John, who 47 years old, is married to Amy, who is 43 years old. Together they have three children Olivia who is 15 years old, Ethan who is 12 years old and Emma who is 7 years old. John and Amy's two oldest children have phones, which is very common for children their age. Since Olivia is a teenager who enjoys many after school hangouts with friends and extracurricular activities, John and Amy Smith decided that Olivia has to use a family tracking app so John and Amy can keep track of her location after school.



Persona 2: Jessica Graham

Jessica is 20 years old. She is a college student who works as a babysitter for two families. Jessica works as a part time babysitter for the Smith family. She watches their 7 year old Emma everyday after school from 2:30pm until 6:00pm when Amy, Emma's mother, arrives home from work.

Jessica also works for another family. Two times a week for a few hours Jessica takes care of 2 year old boy Wiley and 4 year old girl Jacqueline for the Johnson family. Wiley's mother Danielle works part-time remotely but sometimes needs a babysitter to watch Wiley when she runs errands for the house or goes into the office for a meeting. Danielle's husband Ryan works for a marketing company downtown. Jessica takes Wiley and Jacqueline on outings at the local park to play at the playground. She also takes them for walks, to the museums, play dates with the neighbors, and to the zoo. Jessica uses a tracking app to let Wiley and Jacqueline's parents know where they are going throughout the day, so their folks can stay informed.



Persona 3: George Thompson

Amy Smith's father George is 72 years old. George and his wife Claire of 50 years have enjoyed an active senior citizen life by traveling to some of their favorite states in America. He also spends time with his grandkids whenever he can. George used a tracking app when he and his wife were travelling around the country, so that his daughter Amy could know where he was and feel more at ease knowing that he was safe. Though recently, Amy has noticed that her father's mind is not as sharp as it used to be. George went to the doctors and was diagnosed with dementia so Amy is glad that she and her father use a tracking app, especially because Amy does not want her father to be one of the missing or wandering elders on the news.



Persona 4: Olivia Smith

Olivia just turned 15 years old and is involved in sports and afterschool clubs at her high school. She usually has a very busy schedule during the week and studies with a group of her fellow classmates on Tuesdays at the library. She has a cell phone to check in with her parents at home and to call them when she needs to be picked up. However sometimes she forgets to inform her parents of what her daily plans are due to her busy schedule, so she found an app that would track her location and also her family's. This way the app could let her parents know where Olivia currently is and will be.