

# Low Tech-Requirement: Katie Billson

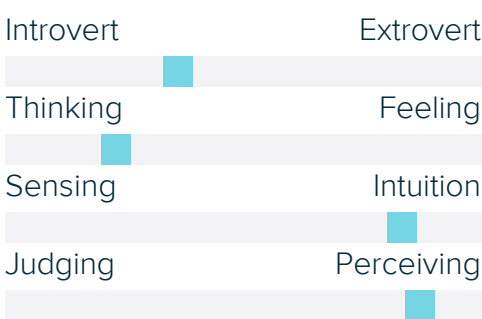
Xtersio



"Looking for that work life balance."

Age: 21  
Work: Consultant  
Family: Single  
Location: Chicago, Illinois

## Personality



- Inquisitive
- Skeptical
- Self-motivated
- Independent

## Goals

- Katie was a former computer science major and got a job working in tech consulting post-grad, so she anticipates using her old laptop for her heavy coding at work
- Katie uses her old computer for high-performance coding programs that she keeps at work, so she now wants a smaller, less intense laptop that she can keep at home for personal use
- Katie spends a lot of money with her friends in the city, so she doesn't want to spend a lot on a new laptop

## Scenario

Katie likes to do a lot of research before she makes a big purchase, so she first looks online at different brands' websites. She starts with Apple because she is most familiar with their products. She likes that they emphasize the physical features of the laptops, like color, screen size, how heavy it is and cool features like the TouchBar. She wants to see if other laptops compare with Mac's, so she heads over to Dell.com to see what Dell offers. She navigates to for-home laptops and clicks to view all. It takes her a few moments of scrolling through all the categories and reading the blurbs to understand what types of laptops Dell offers. She narrows down which ones she is interested in in her head by excluding the Alienware laptops.

Katie clicks on an inspiron 14 3000, and is confused because the price is so low in comparison to the Apple laptops she looked at earlier. She scrolls down and finds the technical specifications of that laptop next to other laptops that look similar. It takes her a second to realize that they are all the same model, but with different upgrades added. She finds the "add to compare" button and clicks it, seeing the feedback bar at the bottom of the page add it to the compare feature. She is not sure what this is, so she clicks on the blue "compare products" button. She sees the laptop she chose shown in the same format as the previous table, but she is not sure why it is there. Katie hits the back arrow twice to go back to the "view all for-home laptops" page. She clicks on another laptop, the New XPS 13. She scrolls down on this page, and sees the same "add to compare" button. She clicks this, and sees it added to the compare box at the bottom of the screen. She realizes now that she can compare other models, not just upgrades within the same model.

Looking at the two laptops in the table, Katie takes a few moments to interpret the data shown. She doesn't like that this table doesn't highlight key differences in blue like the other table she looked at had. She is not sure what some of the technical specifications mean. She assumes that the computer with higher numbers in the tech specs is the better one, but she is not sure what all the numbers specifically mean. It takes her a few moments to pick out specs that are important to her, like how heavy each computer is. She can't find other pieces of information she is interested in, like how long the battery will last or what the display quality will look like. She is unsure why the two laptops are very different in price- one must be a lot better, but she is not sure why. She determines that she doesn't want to spend time analyzing every spec, so she'll have to head to a store like Best Buy and speak with a sales associate that can explain them to her quickly. Katie decides she is done with her search for the day and x's out of Dell.com.

## Frustrations

- Katie understands most specs, but doesn't want to spend time searching through details for just a simple laptop
- The table doesn't point out differences, so Katie has to spend a lot of time doing the comparing on her own
- Katie likes to do lots of research over computer models and hear customer reviews, but the comparison tool doesn't showcase real customer feedback

## Needs

In plain English.

- Katie needs a quick way to understand what tech specs mean in plain english. Although she understands most tech jargon for high-performance machines, she isn't quite sure which ones are most relevant for a lower-performance laptop she's interested in now.
- Katie tunes out when numbers and letter acronyms are presented to her. She generally understands that higher numbers for hard drives and battery types translate to being a better option, but she doesn't always understand on what scale they are measured by or which is best for her.
- Katie is most interested in physical specs and wants a model smaller and more compact than her old computer, so she needs a way to easily interpret what it will look and feel like in her hands.
- The physical details are buried deep in the table, and Katie doesn't want to spend time thinking about picturing some of the dimensions.
- Because Katie is also most familiar with Apple products, she needs to be able to easily compare features across brands as well, and the comparison tool doesn't make it easy for her to pick out better features offered by Dell laptops.

## Brands & Influencers



# Medium Tech-Requirement: Jack Wells

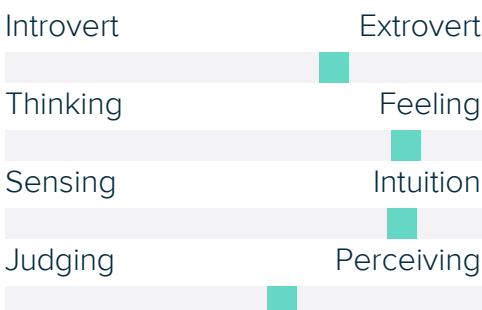
Xtersio



"I love being an advocate for others through showing their stories through their eyes."

Age: 19  
Work: University Student  
Family: Single  
Location: Hempstead, New York

## Personality



- Curious
- Creative
- Sociable
- Positive

## Goals

- Jack wants to expand his knowledge of film editing programs, so he downloads and runs a lot of programs on his laptop
- Jack wants to become a documentary film director after college, so he plans on keeping his next computer for a while
- Jack carries her laptop around a lot, so he needs another one that is just as portable

## Scenario

Jack is open to researching brands of laptops that are customizable, so he looks into Dell laptops on his old laptop. he first clicks on an XPS 15 laptop after reading the blurbs describing each type. he scrolls down on the page and sees a table comparing the XPS 15 with other XPS models of the same laptop that have add on customizations. He likes looking at the table because it shows all of the upgradable options for each type of feature, so he has some freedom in deciding which features he needs at a high capacity and which he can live without. he then decides which of those models he likes best based on the upgrades he wants, and stumbles upon the "add to compare" button. he sees the feedback bar at the bottom of the page telling his the laptop has been added to the comparison tool. he realizes in this that he can compare other laptop models entirely, not just the one model with upgrades. he goes back and forth on the site, clicking on models, comparing them between the model itself, then adding those to his overall compare table.

After choosing 3 different laptops, Jack opens the comparison table to look at them side by side. he doesn't like how bland the table looks, and it takes his a few minutes to become acquainted with the table formatting, which categories he is interested in, and what information is in each category. he doesn't like the lack of shading that was on the other table, but knows enough about what he wants to be able to decide which are the best features without having to look them up. he realizes he can change how many feature categories displayed, so he unchecks the categories he doesn't care about, helping his narrow down his choices. he is able to narrow his search down to just two laptops, and is pretty happy with all the features they have and the upgrades they support. Jack is still unsure if he is ready to purchase the Dell laptop, for he would like to read honest reviews of the laptop and compare it with laptop models of different brands before he makes a final decision. Jack leaves the tab open on his computer, adds a new one, and looks at another brand.

## Frustrations

- Jack has a hard time finding the comparison feature
- Jack is pretty familiar with tech specs, but doesn't exactly know which ones are best for his film program usage
- Jack wishes the table was shaded to highlight differences

## Needs

Serious processor without the bulk.

- Jack needs a laptop that is small and compact so he does not have to carry any extra significant weight around campus.
- He also needs a laptop that will support the programs like Final Cut Pro, Adobe Photoshop, Microsoft Office applications, and multiple internet tabs open all at the same time.
- Jack is looking to get an idea for what specs each model of laptop includes, and help him picture how it will perform when used with all of his programs synchronously
- He understands tech jargon, but sometimes has trouble understanding how that translates to performance given his heavy usage of high-bandwidth programs.

## Brands & Influencers



# High Tech-Requirement: Cara Miller

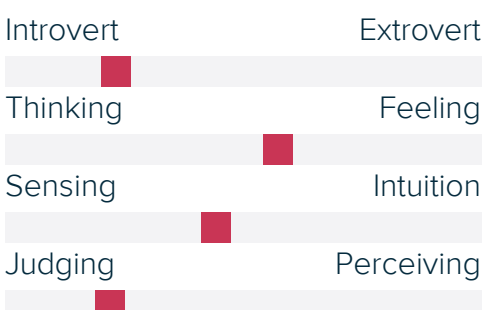
Xtersio



"you are bad and you should feel bad (in the LOL)"

Age: 19  
Work: Student/Recreational Gamer  
Family: Single  
Location: San Francisco

## Personality



- Think
- Wisdom
- Stable
- Posed

## Goals

- Cara wants a portable high-performance laptop to play her MOBA and FPS games in high resolution.
- She will also use this laptop to produce written class assignments and take to and from class
- Cara is new to gaming, so she is still not completely familiar with all the technical specifications and jargon out there, so she wants to learn more about the specifics in searching for a new laptop

## Scenario

Cara is a 19 year old student who loves playing games. Cara has developed a love for playing games online, mostly. She usually plays first-person shooting and hardcore multiplayer online battle arena for hours after she is done with his work. She plays the games on stream with her friends and other people that she comes across for a decent amount of hours per week in his spare time. Apart from her online gaming experience with her friends, she would attend gamer meet-ups in person regularly on weekends. Therefore, she needs a laptop to carry with her to these occasions. Se prefers a laptop that is not too heavy to carry on the bus. Moreover, as a gamer who usually turns resolution and frame per second on high, she requires the laptop to have high performance so that her gaming experience would not be jeopardized. She also enjoys a big-size screen and up-to-date processor. On the other hand, she doesn't care that much about the software as he would definitely install these softwares by herself.

Cara requires a tool that can help her learn the different kind of specs that she doesn't already know. Although she's pretty familiar with a lot of what already exists, she wants to expand her knowledge because she wants to declare a major in software engineering. Cara heads onto Dell.com, and begins skimming laptop models one by one until she realizes she can compare models with different models, which she stumbled upon by clicking the "add to compare" button. When looking at the table, she expects it to be more detailed that it is. She loves learning about both the front-end and back-end computer components, so she looks for a tool that can list the spec options as well as the functionality in plain terms. She is disappointed that the tool does not do both, but it does provide her with a basic schematic for what the shell of the computer looks like, which she likes. After a short while of skimming the laptop comparison tool, Cara heads over to her frequented tech blogs that discuss gaming laptops to help her fill in the holes she's missing.

## Frustrations

- The comparison tool does not highlight details for his special needs or provide much explanation for what they are
- Doesn't provide context that she's looking for for comparing, just the spec listings
- Sometimes had a hard time finding the comparison tool

## Needs

High Performance Nice Looking

- Cara's biggest requirements out of a laptop are high performance for her gaming purposes, but still portable enough to carry around campus
- Cara is still learning about specific technical specs and comparing across brands, so she needs guidance to help her understand what certain features are
- She also wants to find the tool quick enough whenever she needs to, especially when she needs to compare laptops from different categories

## Brands & Influencers

