

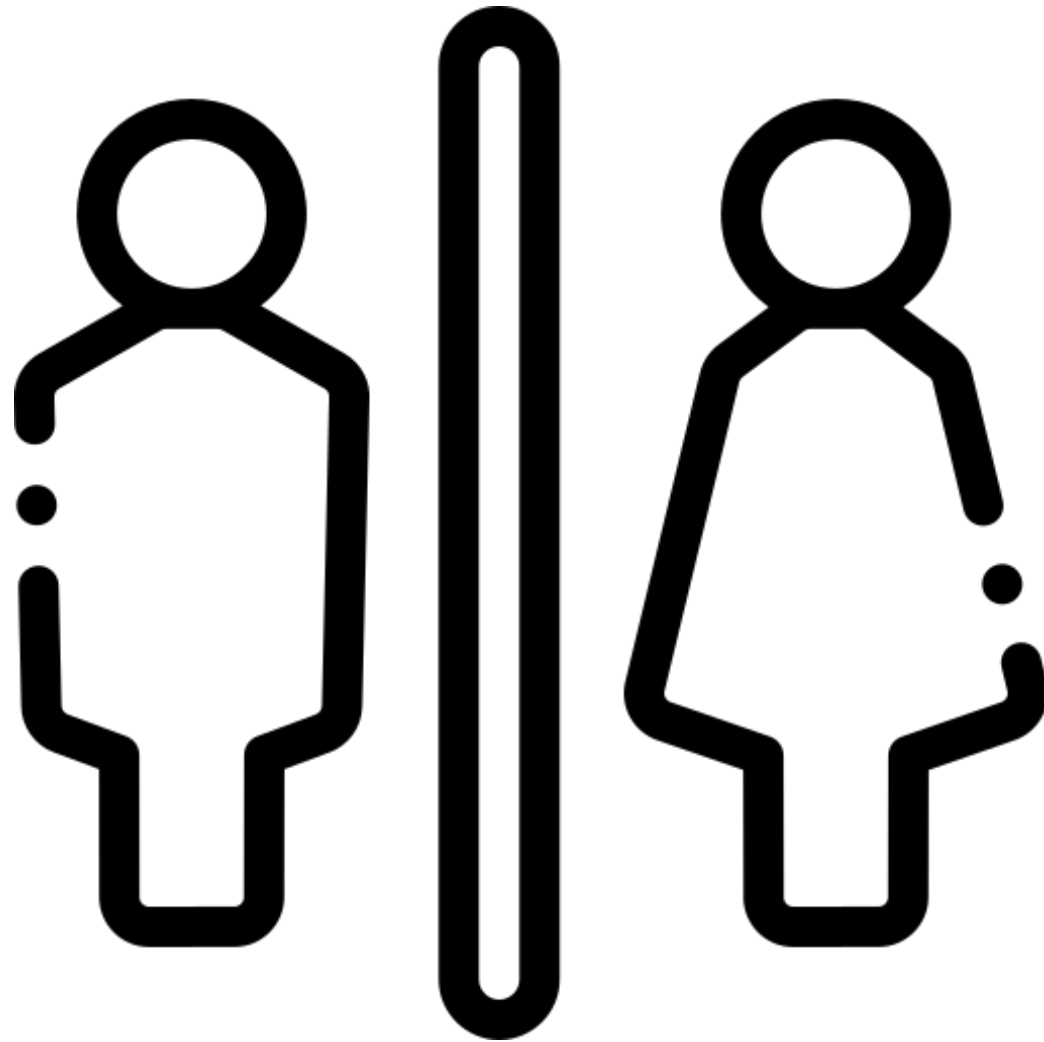
Omega Steel Inventory Program

Marc Kirksey

SWDV 691

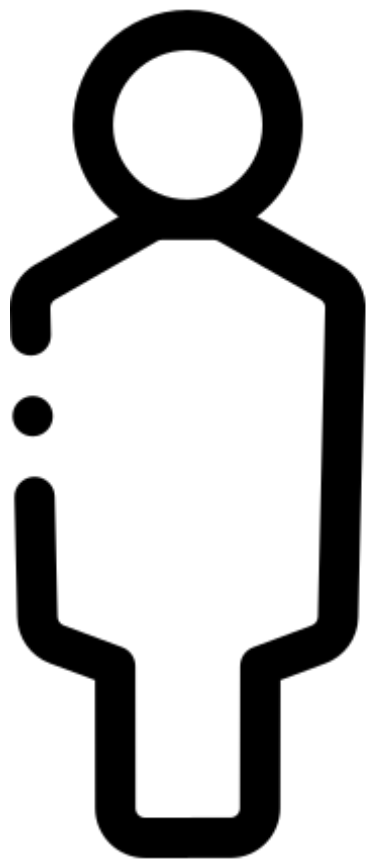


Personas



General Personas

- Male & Female
- Heavily involved in steel and construction industry
- Ages 24 – 65
- Demographic being within the US
- Not necessarily tech savvy, but use mobile device for a lot as tool for tasks



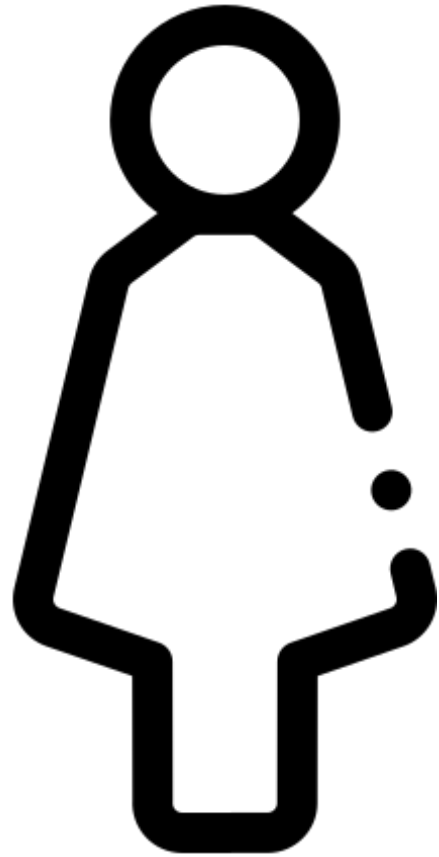
Pipe Savvy Steve

Age: 38

Pipe Purchasing Career: 17 years

Omega Customer: 10 years

Education: College; Business Degree



Industrial Eliza

Age: 48

Pipe Purchasing Career: 24 years

Omega Customer: 6 years

Education: College; Business Degree