**Assignment 4.1**

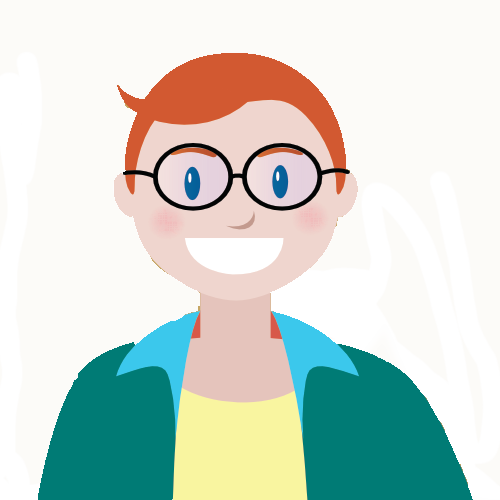
**Personas**

**Web 321**

**Jonathan Disla**

**Prof. Krasso**

**Persona**: Jill **Project**: Pet’s R Us

**Name**: Jill **Age**: 32 **Gender**: Female

**Distinguishing Characteristic:** Jill is not very technically inclined. She prefers to book appointments over the phone or in person. She likes to bring her pet in for grooming every three weeks.

**Important Feature:** Ability to text or speak with a store clerk form within the application.

**Unimportant Feature:** Jill is not really interested in using the virtual calendar to look through appointments as she gets confused. Rather she would like to book her appointments in advanced.

**Needs to Meet:** The application can include options that make it easier to contact the store. For example, a chat or video option as well as very detailed and clear phone numbers.

**Favorite Brands:** Michael’s, Target, JC Penny.

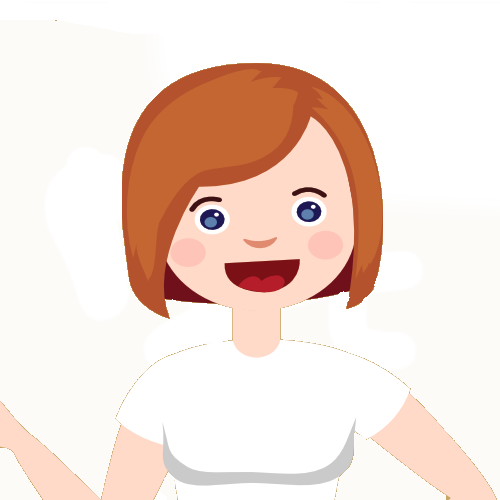
**Hobbies:** Knitting, Cat training

**Occupation:** Teacher

**Computer Skill Level:** 3/10

**Persona**: Kelly **Project**: Pet’s R Us

**Name**: Kelly **Age**: 25 **Gender**: Female



**Distinguishing Characteristics:** Kelly wants her bunny to learn tricks. She wants to take him to shows and compete for prizes. She likes to be hands on and learn to be a trainer one day.

**Important Feature:** Would enjoy receiving some tips in the mail in between training sessions to prepare her pet.

**Unimportant Feature:** She is not very picky about trainers so choosing a specific trainer is not necessary.

**Needs to Meet:** She has a very busy schedule so she needs the ability to cancel and reschedule appointments from the app.

**Favorite Brands:** Starbucks, Macy’s

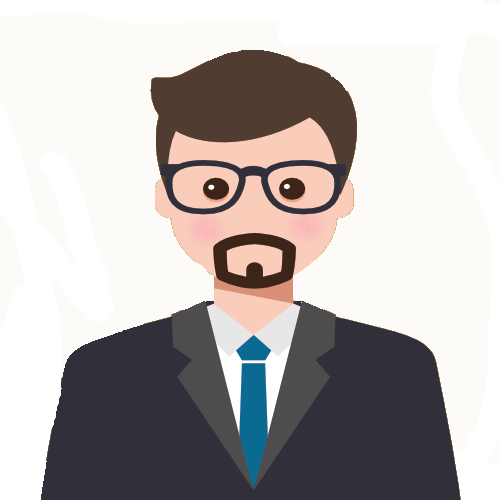
**Hobbies:** Sports, Shopping

**Occupation:** HR Specialist

**Computer Skill Level**: 7/10

**Persona**: Bill **Project**: Pet’s R Us

**Name:** Bill **Age:** 45 **Gender:** Male



**Distinguishing Characteristics:** Bill likes to be more hands off. He prefers that his pet is taken care of for him. He also can easily forget appointments.

**Important Feature:** Bill wants full service. Has to be able to be reminded of which service he has each time. An appointment reminder feature should help.

**Unimportant Feature:** Contacting by phone is not preferred.

**Needs to Meet:** Bill has to be able to book multiple appointments in the same day at times. He needs to have a clear schedule of services outlined due to his busy schedule and forgetfulness.

**Favorite Brands:** Best Buy, Amazon, Disney

**Hobbies:** Writing, Gardening

**Occupation:** Lawyer

**Computer Skill Level**: 5/10