

User Stories

kTomDesign.com

ABOUT kTOMDESIGN.COM

kTomDesign.com is the portfolio website for Katelyn Thompson. Here she will present her course work from her SMFA Graphic Design Certificate program and also have work that she has done in the past. Additionally, a Blog will be featured with posts about design, photography, and other things Katelyn finds interesting.

PROSPECTIVE CLIENT/EMPLOYER

Characteristics

- Looking to hire a freelancer to do web design or graphic design.
- Looking to hire Katelyn as a UX Designer or Graphic Designer

Primary Goals

- See examples of Katelyn's work
- Contact Katelyn

Secondary Goals

- See Katelyn's work history and experience

FRIEND/COLLEAGUE

Characteristics

- Interested in what Katelyn has to say
- Interested in Katelyn's work
- Clicked through to blog from Twitter

Primary Goals

- Find content on kTomDesign.com
- Share content

ABOUT FWU.COM

FunWithUs.com is the website for Thompsons Gymnastics Center. TGC offers gymnastics classes for students aged 2-18. They have weekly classes throughout the school year split into 2 terms (Fall and Spring). In addition, they have a summer program which has a month of weekly classes and also week-long summer programs. Throughout the year they hold special events for the gymnasts involved in these classes, including Fun Meets and a Gym Show at the end of the year.

They also have a competitive team program which practices 2-4 days per week. In addition, these gymnasts compete in meets from October – June. TGC hosts about 5 meets a year for their competitive gymnasts and those of other teams.

PROSPECTIVE CUSTOMER

Characteristics

- Ages: 25 - 45
- Has one or more children
- Employment: Full time/part-time/stay at home

Primary Goals

- Find out information about TGC and the programs that they offer
- Enroll their child(ren) in gymnastics classes

Secondary Goals

- Contact TGC for more information
- Find class times/availability
- See images of the facility

PARENT OF TEAM GIRL

Characteristics

- Ages: 30 - 55
- Has one or more children on the competitive team at TGC

Primary Goals

- Find out the schedule of team practice
- See the schedule of meets

Secondary Goals

- Sign up to work sessions for an upcoming meet hosted by TGC
- Contact TGC

ABOUT EDDIEFROMOHIO.COM

EddieFromOhio.com is a website for a band called Eddie from Ohio (they're from Virginia – don't ask). They are a folk band that has been together for 20 years. They have tour dates periodically also sell their CDs and merchandise through their website. The band mates have solo careers and families that they have been focusing on lately.

EDHEAD (FAN)

Characteristics

- Likes listening to Eddie From Ohio

Primary Goals

- Find tour dates and potentially purchase tickets
- Purchase music or merchandise

Secondary Goals

- Listen to their music
- Read their newsletter

CURIOUS MUSIC LOVER

Characteristics

- Stumbled upon EFO's music
- Want to learn more about the band

Primary Goals

- Listen to music
- Read biography

Secondary Goals

- Purchase music
- Find tour dates