
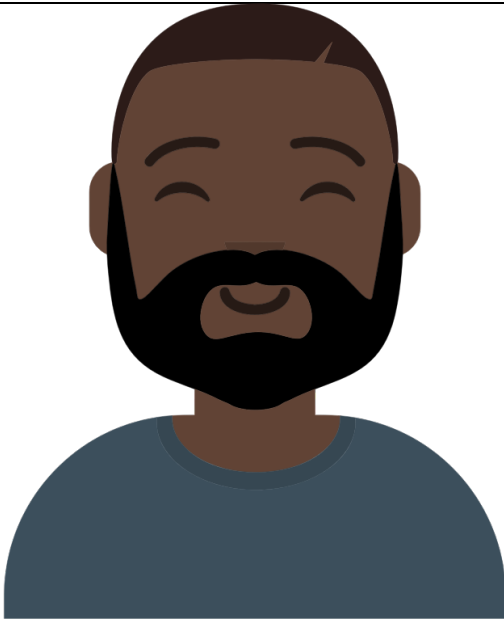


The Pickup Tool - User Personas

Jenna (Customer)

	<p>Demographics</p> <ul style="list-style-type: none">• 35 years old• Married with four children• Live in a small town <p>Behaviors</p> <ul style="list-style-type: none">• Works as a nurse• Not computer savvy• Very impatient with technology <p>Goals</p> <ul style="list-style-type: none">• Wants to pick up furniture when she has time.• She is very busy and wants a quick and easy pickup process.
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Bryan (Staff)



Demographics

- 37 years old
- Married with two children
- Lives in a busy suburban town

Behaviors

- Works as a furniture salesman
- Very busy
- Values organization and order

Goals

- Wants to provide great service to all customers that come into the store.
- Wants to view all furniture pickups at least one day prior.