

Ricky Metzger

age: Late 20's

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Designer

marital status: Single | No children



I love this idea, and I can't wait to test it with our customers!

Ricky likes to focus heavily on one aspect of a project, and appreciates his vendors handling the other responsibilities. He prefers to use existing best practices before inventing new paradigms.

Comfort With Technology

INTERNET



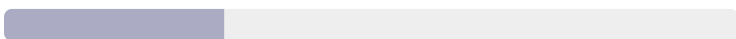
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Needs

- Excellent User Experience
- To be involved in the Design Process

Values

- Detailed communication
- Well rounded style guide
- Decisions backed up by user research

Wants

- Trendy UI
- To see User feedback before any major decision

Fears

- Disappointing Users
- Producing a bad product