

Ricky Metzger

age: 29

residence: Washington, DC

education: Bachelor Degree of Fine Art (BFA)

occupation: Fashion 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. He also loves to wear the designs he makes as well as creating new ones with existing ones.

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. Displaying his designs on himself while not repeating the same few outfits everyday.

Needs

- Excellent User Experience
- To be involved in the Design Process
- To show off his product

Values

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

Wants

- Trendy UI
- To see User feedback before any major decision
- To see if his designs expand due to his creativity

Fears

- Disappointing Users
- Producing a bad product