**Dave | Developer**



Profile Attributes  
Age: 37  
Experience: 10 years  
Personal details: Married, 0 kids  
Computer Skill Level: Intermediate to advanced  
Personality: Family-oriented, Funny

Profile: Both Dave and his wife work full-time. They each make 5-figure incomes and live modestly. They have a German Shepard and enjoy traveling.

Dave is a new full-time web developer, though he’s been doing it for years as a hobby. He was formerly a teacher and did freelance web design as a hobby. He changed professions when the school district couldn’t afford to pay for his benefits. Dave is proficient in the basic web languages such as HTML, CSS, and JavaScript. Dave will be taking the quizzes presented to him by NodeQuiz, L.L.C to prove his knowledge as an annual requirement.

Dave uses the web for home, personal use. He checks his e-mail, shops online and occasionally update his Facebook profile. He also uses it to research travel destinations and to find family-friendly events around town. Dave enjoys the convenience the internet offers, and thinks that modern technology can be a great benefit to help mankind. Dave also enjoys taking his German Shepard to the dog park for some exercise.

Dave is a healthy, active man, who eats cleanly and exercises often. He runs about 5-miles, three days a week to get in his cardio conditioning and lifts weights three days a week to get in this strength conditioning.

Features: The features that Dave would use most often are:

* Raido button selection
* Mobile device capability
* Customer feedback

The features the Dave would use the least are:

* Access from home

Needs: Some needs that the application can meet for this persona are:

* Needs to be available on mobile devices.
* Able to give user feedback.

Key Drivers/Motivation: What drives Dave to be a developer, is the freedom and creativity coding gives him. He enjoys making something dynamic and beautiful out of a few lines of code.

Validations: What validates Dave’s decision to use our quiz is it’s user-friendly interface and multi-platform capability. He also enjoys being able to easily select his answers with the convenient radio buttons and give his thoughts on how the app performed.

**Julie | Administrator**



Profile Attributes  
Age: 28  
Experience: 3 years  
Personal details: Married, 1 Kid  
Computer Skill Level: Intermediate  
Personality: Great sense of humor, Adventurous

Profile: Julie is married with one child. She is an office administrator and freelance designer in her free time. She is knows HTML and CSS and is familiar with the very basics of JavaScript, and is looking to expand her skills.

Julie uses the web for home, personal use. She’s honed most of her skills through trial and error, and web-based training sites like Codecademy, Udacity, Udemy, and the like.

Julie’s typical day consists of going for a jog, then making breakfast for her family and getting her daughter ready for school, then off to work. Once she’s home from work, she has some family time and then it’s online for some coding classes.

Features: The features that Julie would use most often are:

* Mobile device capability
* Test score comparisson
* Access from home

The features the Julie would use the least are:

* Previous certification retrieval

Needs: Some needs that the application can meet for this persona are:

* Be able to access from home.
* Pull up previous test scores to compare and highlight sections of trouble.
* Be able to use while on the go and not near a desktop computer.

Key Drivers/Motivation: Like Dave, Julie enjoys the creativity that coding provides. She’s always been an artistic person and has been interested in computers since she was a teenager. She has lots of ideas and feels that coding is the best way to get the most out of her creativity.

Validations: What validates Julie’s decision to use our quiz is the ease of use it offers. It’s a clean, well-designed quiz that allows the user to go anywhere they wish and still be able to use it. It’s organized, well developed and offers everything she could need in one place to test her knowledge.

**Alexandre** **|** **Intern**



Profile Attributes  
Age: 22  
Experience: College Student  
Personal details: Not married, no kids  
one nephew  
Computer Skill Level: Intermediate  
Personality: Funny, Studious, Practical

Profile: Alexandre is a full-time college student studying Network Engineering & Design. He works as an Intern for NodeQuiz, L.L.C. He has an older brother who has one boy who is 9-years old. Alexandre goes to college in the town he grew up in so he gets to spend a lot of time with his nephew.

Alexandre uses the web for school work and for personal use. He studies online, checks up on his student profle for student aide, as well as does research for his term his papers using the web. Alexandre also checks his e-mail, shops online and occasionally update his Facebook profile. Dave enjoys the convenience the internet offers. Between the amount of school work he has and working part-time, it makes getting things done quick and easy.

Features: The features that Alexandre would use most often are:

* Access from home
* Save test mid-way through
* Test score comparisson

The features the Alexandre would use the least are:

* Previous certification retrieval
* Customer feedback

Needs: Some needs that the application can meet for this persona are:

* Allow the user to save a test mid-way through and pick up where they left off later.
* Be able to access from home.

Key Drivers/Motivation: What drives Alexandre get up and go to class every day is knowing that all of the hard work and dedication he is putting toward his school work today will be returned ten-fold when he graduates. Seeing the pride in his families eyes as he receives his degree knowing that his future is bright and potential is limitless.

Validations: What validates Alexandre’s decision to use our app is the quality of the product. He knows that when he uses it, it’s a well-thought out, well-developed product that will allow him to test his skills and measure his proficiency.