**Angela Brewer**

Background:

* High school education
* Works as a Credit Manager
* Engaged, no children

Demographics:

* Female, 52 years old
* Dual family income of $110,000
* Lives in a small home in University City

Identifiers:

* Regular poster on social media sites such as Facebook and Twitter
* Avid runner, regularly participates in 5k runs
* Competitive
* Casual dresser, generally goes out in jeans and a t-shirt

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**Shareese Taylor**

Background:

* Bachelor’s degree in Biology
* Works as a chiropractor
* Married with one child, 10

Demographics:

* Female, 37 years old
* Dual family income of $135,000
* Lives in a quiet suburban neighborhood in St. Charles

Identifiers:

* Familiar with using popular websites like Amazon and Facebook
* Has a Facebook account that she checks regularly
* Laid back
* Going to the gym is a grind after a long day at work
* Rarely gets time to herself
* Supports the St. Louis Blues
* Has played with the St. Louis Lyons hockey team for a year, follows the team’s page on Facebook

**Laura Harris**

Background:

* Bachelor’s degree in Political Science
* Recent college graduate
* In a new relationship, no children
* Works as a Paralegal

Demographics:

* Female, 24 years old
* Income of $36,000
* Recently moved from Chicago, Illinois to an apartment in the Dogtown neighborhood

Identifiers:

* Outgoing and talkative, enjoys making new friends
* Tech savvy
* Has liked over 300 pages on Facebook
* Looking to meet people as she has recently moved to the area
* Spends a lot of time on her laptop surfing the web in the evenings after work
* Played ice hockey in high school
* Watches Chicago Blackhawks games with her boyfriend

**Laura Harris – Simple Task**

**Task:** Submit a question about costs through the website’s ‘Contact Us’ page.

**Background:** Laura is surfing the web on her laptop while her boyfriend watches the Blackhawks game. She wonders if there are any local hockey teams she can join since she played hockey in high school and, being new to the area, is looking to meet people. A Google search of women’s hockey St. Louis pulls up the St. Louis Lyons website. Laura clicks it. She peruses the website. She moves her mouse to ‘About’ on the navigation bar and selects ‘About Us’ from the drop-down list. She sees that the hockey team encourages fun above all else, while playing in officiated games. However, there is nothing about costs. She thinks this could be a fun way to meet people, but she also has to be smart with her money since she’s on an entry level salary. She decides to contact the team to get information on how much it costs to join.

**Steps:**

* 1. Open the website’s home page.
  2. Move cursor over ‘About’ on the navigation bar.
  3. Click ‘Contact Us’ from the submenu.
  4. Move to the text input field for ‘Name’.
  5. Type the word ‘Laura’.
  6. Move to the text input field for ‘Email’.
  7. Type ‘lauraharris@gmail.com’
  8. Move to the text input field for ‘Message’.
  9. Type ‘Hi, I’m interested in joining the Lyons, but I need to know how much it costs to join. What are the costs involved with playing?’
  10. Click ‘Submit’.

**Usability for Laura:** Highly usable. Laura is tech savvy, as she spends much of her time online. She knows that contacting someone through a website is as simple as typing in her information and question and clicking submit.

**Shareese Taylor – Complex Task**

**Task**: Order a St. Patrick’s Day t-shirt through the Lyon’s online shop.

**Background:** Shareese checks Facebook after returning home for the evening. The Lyons’ team captain has posted on the team’s Facebook page that the Lyons will be selling St. Patrick’s Day themed Lyons t-shirts through the team’s online shop.

**Steps:**

* 1. Open team’s website.
  2. Place cursor over ‘Shop’ on the navigation bar.
  3. Select ‘Clothing’ from the submenu.
  4. Locate the desired t-shirt from the clothing items displayed.
  5. Click on the St. Patrick’s Day t-shirt.
  6. Select ‘M’ as the size from the size drop-down menu.
  7. Select ‘1’ as the quantity from the quantity drop-down menu.
  8. Click ‘Add to Cart’.
  9. Once the view of the current cart loads, click ‘Checkout’.
  10. Enter the billing address in the text input fields.
  11. Enter the shipping address in the text input fields.
  12. Click ‘Next’.
  13. Enter credit card number in the text input field.
  14. Enter name on credit card in the text input field.
  15. Enter 3 digit security code in the text input field.
  16. Enter card expiration month from drop-down menu.
  17. Enter card expiration year from drop-down menu.
  18. Click ‘Submit Order’.

**Usability for Shareese:** Highly usable. Shareese is familiar with popular sites such as Amazon that have a similar checkout process.