

## Connor Grayson – 16-year-old high school student



### Personal Background:

Grew up in San Diego, but has recently moved to Blacksburg after his mother accepted a position at Virginia Tech. Quick with computers, he wants to study software engineering and computer science in college. While he was looking to apply to CalTech before his move, he is also considering Virginia Tech, MIT, and Georgia Tech. His career goal is to create a Silicon Valley start-up and sell it for an insane amount of cash so that he can fund the development of a cheap alternative to Microsoft Office.

## More about Connor

### Motivators:

- Free food
- A sense of real accomplishment

### User goal:

- To learn as much as he can about how computers work

### Comfort level:

- Incredible. He built a gaming desktop with water cooling that runs Linux, makes mods for Bethesda Games, and is starting to code his own 8-bit side-scrollers.

## Noah Walker— high school English teacher



### **Personal Background:**

Though he went to UCLA for his undergraduate degree in English, he got his Masters in Education up the road at JMU. He ended up at Blacksburg High School after he went down to a Tech/JMU football game, and found the area a place he wanted to live in. He's a cool teacher, but not a self-described "cool teacher", more in a "considering changing what I want to do in college" way. He also teaches the popular "Study of Shakespeare" elective class.

## More about Noah

### **Motivators:**

- Student achievement
- Get the right message to the right people

### **User goal:**

- To teach about how writing is taught at the college level.

### **Comfort level:**

- Not bad. Uses Google Chrome. His school email is through Outlook and he actually figured out OneNote. He has some trouble with Macintosh computers (he's only ever had PCs), but understands enough to get through the basics.

## Ann Ryder— entry-level employee



### Personal Background:

Ann is an office worker with a fair knowledge of computers, including Microsoft Office, Adobe Premier, and Photoshop. She doesn't have any extraordinary "professional" talents, but she gets along with most people and gets her work done on time and in a satisfactory manner. She doesn't like wasted time, and would rather not be forced to spend a personal day for training.

## More about Ann

### Motivators:

- Expediency

### User goal:

- To get the paper certificate that is given out at the end of the training

### Comfort level:

- Fair. Uses an Apple laptop as her personal laptop, so understands the MacOS pretty well.

## Cidney Peterson— consultant



### **Personal Background:**

After graduating from Ohio State with a degree in Marketing, Cidney worked with a consulting firm that focused on employee training, which advertises quick, comprehensive training that comes to you. She flies across the country weekly, sometimes daily, to train employees on computer and presentation skills.

## More about Cidney

### **Motivators:**

- Promotion

### **User goal:**

- To keep the session moving as quickly as possible

### **Comfort level:**

- Only what is given to her in her firm's briefing packets.