

Catherine - Creating Fun Work Events



Basic Info

Catherine is a 33 year old married female living in Kansas City, KS.

Catherine is a regional manager of a Fortune 500 company.

Catherine spends most of her internet time on her phone.

“I see a lot of potential for fun events that incorporate scavenger hunts.”

Catherine’s Goals and Needs

Catherine wants to create scavenger hunts to make the work events she arranges to be more fun and unique.

Catherine doesn’t have a lot of time to dedicate to learning the interface of the app. so it will have to be intuitive.

Catherine will also need a way for people to quickly and easily join in hunts, because all kinds of people work at her branch of a large company.

Catherine’s Motivations

Her main motivation is create fun hunts for her coworkers.

To foster a sense of comraderie and healthy competition in the workplace.

To get to know her coworkers more through these scavenger hunts.

Catherine’s Everyday Activities

Is in and out of meetings, comes in early and stays late.

Commutes 40 minutes each way, and to social events 1-2 times per week.

Keeps up with family and friends through Facebook, other social media.

Catherine’s Notable Quotes

“My first thought when arranging a scavenger hunt is that it needs to be phone or tablet based, paper is just cumbersome and more challenging.”

“If I was arranging a hunt I would use local businesses as items to find on the hunt.”

Anna - Recapturing Her Youth



Basic Info

Anna is a 61 year old single female living in Milwaukee, WI.

Anna runs an embroidery business. She recently retired from her job as a Human Resource Specialist.

Anna spends most of her internet time checking emails and the news on her laptop, she has just recently gotten a smartphone.

“I did a scavenger hunt on a cruise. It made me feel like a kid again, and it was awesome seeing all the adults having fun.”

Anna’s Goals and Needs

Anna wants a fun and easygoing way to take in the sights now that she has more time to travel.

Anna also wants an easy way to create hunts to enjoy with her family.

Because she is new to smartphones, the app will have to be intuitive, or show her how to do things, for her not to be frustrated with it.

Anna’s Motivations

Her main motivation is to relax and have new experiences.

To see new sights near her home that she has missed. She would also like to use it to explore places she travels to.

To spend more time with her family by doing scavenger hunts with them.

Anna’s Everyday Activities

Fills embroidery orders for her business.

Works from home, visits her adult children at least once a week.

Keeps up with family and friends through Facebook.

Anna’s Notable Quotes

“I arranged Christmas scavenger hunts for my kids, they were successful because they were simple and fun.”

“I think an interesting scavenger hunt involves items that are relatively easy to find, if it’s too difficult it’s no fun.”

Jackson - The Reluctant Explorer



Basic Info

Jackson is a 29 year old single male living in New York City.

Jackson works as an Engineer at a Chemical company.

Jackson spends about half of his internet time on his desktop computer, the other half on his phone.

“I don’t get out much, but I would if there were a game that would make exploring my surroundings fun!”

Jackson’s Goals and Needs

Jackson would like to get out more, but needs an activity to motivate him to get away from his computer.

Jackson is competitive, and would love a way to compare his progress with his friends, or play with them.

Jackson is very comfortable with technology and apps.

Jackson’s Motivations

His main motivation is to get out of the house and have fun with his family and friends.

To see new sights near his home that he has missed.

To satisfy his competitive drive in a new healthy way.

Jackson’s Everyday Activities

Manages chemical processes in his role as a Chemical Engineer.

Commutes to work an hour each day, stays late for work functions occasionally.

Keeps up with his friends through online gaming, and apps like Discord.

Jackson’s Notable Quotes

“An interesting scavenger hunt requires challenging brain games or puzzles to get to the different destinations.”

“I found getting to see different parts of the city we were in fun. I saw sights I usually wouldn’t see. I also enjoyed solving clues and the competitive aspect of the hunt.”