

Nick Zeitter
MI-349
Week 3 Homework
9/28

NAME: Steve Smith

DESCRIPTOR: Steve is a 34-year-old middle-class father of 2 children living in an urban area who is heavily involved in the technology sector.

QUOTE: "If a product does good by me, I will do right by them."

WHO IS IT: Steve is a happily married, 34-year-old father of 2 children, aged 4 and 6. He lives just outside a major urban city in a nice residential suburb. He is a Project Manager for a IT company located in the city. He is an avid sports fan as well as tech enthusiast. He enjoys experimenting with and owning the latest and greatest technologies he can get his hands on.

WHAT GOALS: His supreme motivators are providing for his family and making them happy. Looks to do things for his family as well as simple activities or things to do to for fun for himself as well.

WHAT ATTITUDE: Point of view is from a male in the technology sector. He is very well versed in technology and is up to date on the latest and greatest trends. Is tech savvy and able to navigate most things you put in front of him. He expects the site to be well done, easy to navigate, up to date, and working without bugs. He goes to it to stay up to date on technology.

WHICH BEHAVIOR: He is a fast decision maker after many years of being a project manager he has been able to sharpen his quick assessment skills on whether or not something is a good idea. The same goes for making decisions on facts versus emotion, he makes decisions based upon facts. Because of his working background he bases decisions upon facts. The trends he makes decisions on is the latest technology that has the best reviews is what he likes to work with.