

Persona – Low income task seeker/service provider

Dave Davis



Age: 35 years

Works at a local restaurant

Lives in Corvallis, Oregon

Dave lives in a one-bedroom apartment in Corvallis, Oregon with his wife and two kids. He works at a local restaurant in downtown Corvallis as a part time member of the waiting staff. He requested to work full-time but was denied as the restaurant was fully staffed. He did not have the funds required to pursue higher education and had to stay at home to take care of his sick mother, but he was always interested in mechanical and electrical engineering. He is always ready to volunteer whenever help is needed, be it at his workplace or at home. Dave believes in karma and trusts that good will come to him if he does good to others.

Background:

- Dave has been struggling to make ends meet and is living under the poverty line, with his kids just starting school.
- He enjoys spending time with his family and likes volunteering for his local community at old age homes.
- Dave spends his evenings with family after his volunteer work and plans his next day so that he can make the most of his day and get a good, stable earning.

Cognitive Styles:

- **Motivation:** Dave is familiar with technology since he uses various mobile applications at work and at home for his usual chores. He likes using new apps and learning about them and is usually the one in his friends' group to suggest new apps to his friends.

- **Computer Self-Efficacy:** Dave is a confident user when it comes to using a new app on his smartphone. He is a quick learner and hence, learns how to use a new app quickly.
- **Attitude toward risk:** Dave doesn't mind taking risk using various features in an unfamiliar technology. He is not hesitant about using features or a new application that he has never used before.
- **Information Processing Style:** Dave takes a comprehensive approach when it comes to trying new technologies and using new applications since he likes to explore the application first, and likes to understand what the application does so that he can also suggest it to his peers.
- **Learning:** Dave likes tinkering and exploring new technology. He likes poking around the application because he likes to experiment with different features and believes in learning through practical experience.