

TEACH 03 : TARGET AUDIENCE

Problem 1: Circuit Breaker

User 1: Certified Electrician - A certified electrician may be the one installing the breaker, troubleshooting the breaker and receiving complaints about the breaker so this user really wants it to be reliable and easy to install. If it is hard to install or troubleshoot, they won't want to buy it or recommend it and if they receive complaints about it, they will not use it. They will be the primary user in those 3 use cases, however, once they leave, they are no longer the primary user. If the breaker switches off, the person home does not call an electrician to come flip the breaker back on. Thus, they are not the primary user for resetting it.

User 2: Head of Household - Whoever is the head of the household, man or woman and regardless of age, when a breaker switches off, this user is the one to go turn it back on. In this use case they are the primary user. The product must be "dumbed down" for the most inexperienced of people. However, they do not have as much of a say in which breaker gets installed, that is decided at the time of installation by the installer, so they are not a normally a direct customer.

User 3: Experienced Handyman - If there is a problem, it is likely a handyman will be called into a home or building to fix the issue. This puts them in the situation of troubleshooting possible problems. However, if they cannot figure it out, they will call an electrician, so I would rank a handyman as a second tier user.

User 4: Building Janitor - If there is a problem in a commercial building, it is possible the tenants will ask the janitor to take a look. This puts them in a similar category to a handyman. They will be troubleshooting it, but they will call an electrician if they cannot figure it out. Thus, I would also make them a second tier user.

User 5: Knowledgeable Construction Worker - During new construction, construction workers might be installing breakers or turning them on or off based on what they are working on. This is probably not as common as electricians are hired to install breakers most of the time and they will only be turning it on and off for the duration of construction. To me, this makes them a second tier user opposed to an every day primary user.

User 6: Contractor - When a contractor may be doing a renovation they may be the ones installing the breakers. They are a good mixture of different users because they are probably not fully certified electricians, but they still have good background and experience. I would put them as a primary user because they will be doing a lot of similar work to an electrician, installing and troubleshooting issues. If they don't like the product, they will buy another one.

User 7: Conveyor Belt Contractors- People that work in the rubber conveyor making production are involved with many types of breakers that need to be turned on and off at certain times. I would put them as the primary user because of the certain situations that required for breakers.

Problem 2: Cordless Drill

User 1: Roof Repair Professionals- I know for roof repair these workers need all kinds of tools that would be cordless. They are mostly on the roof and extension cords can bring problems. Cordless would be a good option for these types of works.

User 2: Maintenance Workers- For Continental, they have these maintenance workers that require tools that are cordless. Maintenance workers help, maintain, and keep machines running. Some of the repairs have pretty tight areas to get to, and a cordless drill is a great option for solving problems.

User 3: Construction workers- I know that in construction they need tools that are cordless. Many projects that they work on can have limited resources for cords and electricity, so a cordless drill would be the perfect solution.

User 4: Handyman - The handyman is someone that needs a tool that will be quick and versatile like this Cordless Drill. He allows him to throw it in his work bag and head out to the new job that he is called to. It also allows him to work in places where outlets would not be accessible.

User 5: Carpenter - This tool is used for many jobs and makes it easy for a Carpenter to carry the tool around to different work sites. This way he is able to work quickly without issues with a cable.

User 6: Woodshop Student - The wood shop student is able to share the tool with all of the other students without plugging it into one of the few outlets not being used by less portable tools in the woodshop classroom.

User 7: Woodshop Teacher - It is important for the teacher using the tools of the trade. As while this tool allows him to move quickly to each student to help with the woodshop issues that they might be having with their projects.

Problem 3: Stopwatch App

User 1: Math teacher - It is always good to keep track of the time students take to solve a math problem, this action can help students to increase their thinking abilities. A math teacher can also check the time students take to complete a test. It is important for a math teacher to use this kind of app.

User 2: Fitness trainer - You can be hurt if you do excessive exercise. As a fitness trainer you need to take the time your trainees do at the different of the gym or outside, if you don't keep track of this time they will be hurt or overwhelmed with all the routines. A stopwatch app may be useful but you could also use other software or physical stopwatches.

User 3: Marathon trainer - When you are preparing to run a marathon it is important to know the time it takes you to travel certain numbers of miles. As a marathon trainer you need to record this time to help the person you are training, with a record of all the times you will announce the runner his progress.

User 4: Chemistry scientist - What would happen if something goes wrong on a lab while working with chemical elements? If a scientist doesn't track the time on certain situations something may explode or release some kind of toxic gas. Five seconds can make the difference between finding a cure against a disease or not. Experimenting while holding a smartphone in your hand doesn't sound like a great idea for all the situations.

User 5: Housewife at kitchen - It is great to eat a well-prepared dinner. This experience may become something negative if the person that is cooking leave the food 5 minutes more or less in the oven, it may have a bad taste. Housewives usually take advantage stopwatch apps to get the dinner on time. As housewife in the kitchen you could also use the included timer of the oven, it will warn you when the time is over, the app will not be necessary if you have something like this available.

User 6: Bus driver - In Mexico and maybe in other countries of the world, many bus drivers have to use a stopwatch app to take the time it took them to go around their route, they go through this route more than 3 times everyday. There are other buses after and before them, if a bus driver doesn't mind about the time then it will be a chaos both for buses and for people waiting for buses. Getting a physic stopwatch may be hard, a smartphone with this app will save you money.

User 7: Physics student - When applying the gained physics knowledge you have to take time of many different activities and experiments to create reports, if you don't generate those reports you may receive a bad grade on your performance for the semester. It is easier for a student to have a smartphone with all kind of apps in the same device, included this stopwatch app.

Problem 4: CB Radio

1. Describe how you will go about collecting data for your persona

I will go to different users of CB radio. I will interview them and collect reviews, all the good and bad reviews, from them. I will watch some youtube videos and the comment in the video to learn more about users opinion about this item. I will not only ask about our product but also, I will interview people about their favourite CB radio in the market. I will also talk to my friend who lives close to Mount Everest and his parents use it to communicate with guides and tourists. I will talk to my sister who is a telecommunication engineer and get some comments from her. While collecting data I will try to grade their interest and likeness in different functionality of CB radio. I will try to put all my data in order so I can do my analysis in the data I have collected.

2. What resources will you use?

My primary resources will be people live review, while my most of the data will come from people reviews in this CB radio as well as other similar products in the market. I will use some statistical method to get more sophisticated graphs and representation from the data I collected.

3. Who will you talk to?

I will talk to different rural truck drivers who have installed CB radio in their truck. People involving in rescue operations, as well as forest rangers, use this often. I will talk to my boss at work who also works as a part of a rescue team in the wilderness. There are numerous blogs written by vehicle and wilderness campers where we can comment and talk to them. There are also websites on the internet where truckers and interstate drivers share their thoughts on different topic and their travel throughout different states and countries. Even in my country a lot of tourist guides in high altitude use it. Sherpas are the regular user of this device. This device was also commonly used during the time of civil war, though they modified these devices for security. I know few people who had used it during the war, so talking to these people might give an idea to make CB radio secured.

4. How will you make sense of the data you collected?

Statistics is the best way to analyze data. We can find the common age group, gender, arrange according to most used fields to least use fields, etc. As said before we can find the people likes and dislikes so we can find the common good and common bad of the product. I would also find a common age group and common geographical location or geographical situation to make a persona that will fit most user for our test.