**Bradon Ladd**

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**Topics 400**

**Eight Personas for User Testing**

**Hypothetical Product:** A community-driven and maintained mesh network focused on catering to both average and power users.

**Person 1:** Bixby Montgomery

**Age:** 13

**Sex**: Male

**Background:** Raised in a lonely town in Alabama. Has a few friends, doesn’t go outside often. His favorite hobby is model airplanes.

**Target Market Indicator**: Since Bixby lives in a small town in Alabama, fast internet might not be a high priority. Bixby can use this mesh network to connect with the people in his town, learn about networking and coding, and connect with the outside internet (such as social media) securely.

**Person 2:** Richard Jones

**Age:** 64

**Sex**: Male

**Background:** Also raised in an even smaller town, but in Alaska. He has a large family that takes care of themselves and reside as leaders in the community, made up of around 400 villagers. Richard works as a community manager almost full time and finds himself doing outdoor activities in his spare time (i.e. fishing in the summer, dog sledding in the winter).

**Target Market Indicator:** Richard can use this easy to use mesh network to reach out to his community and get them involved in town happenings, make news easier to access, and allow people without any internet access to perform basic searches and social media browsing. Due to its ease of use, Richard will have no issue setting up this network.

**Person 3:** Ska Myusick

**Age:** 23

**Sex**: Male

**Background:** Raised in Boulder, Colorado, Ska took to music when he was just a boy. At age 13, he ditched electronics completely in pursuit of nirvana through natural music. Now 23 and living in a studio apartment filled with plants and herbs

**Target Market Indicator:** Ska is looking to network with his local bands. The mesh network’s high level of customization and fire-and-forget setup means that Ska can set up the network once and never have it interfere with his journey to nirvana, while still giving him access to the local Boulder music community.

**Person 4:** Kate Flannigan

**Age:** 28

**Sex:** Female

**Background:** Kate graduated from MIT in 2013 with a degree in Computer Science. She is a well-off team manager at a software development firm in Spokane, Washington. All her life, she has been an avid coder and has cracked into most operating systems with ease; a true power user. Her entire life revolves around software and technology.

**Target Market Indicator:** Kate has been looking to upgrade her team’s communication. The mesh network provides developer features that allow for easy-to-access source code and in-software moderating and customization. This coupled with how powerful the interaction between members can be (File Transfer Protocol abilities, direct IM, and Database Hosting) makes this mesh network product perfect for her and her team.

**Person 5:** Sheev Palpatine

**Age:** 88

**Sex:** Male

**Background:** Born to no family, Palpatine was raised as an only child to a foster family. He was mentored and nurtured by someone wise beyond him, who taught him what it meant to dominate his surroundings. Palpatine’s goal in life is to have complete control over himself and his environment. This narcissistic drive led him to be the president of a large force of people somewhere in Ohio through networking and deception.

**Target Market Indicator:** Due to his ruling over such a large rural militia, Palpatine needs something he can have complete and total control over, something that keeps track of his inferiors while allowing them to communicate efficiently. The mesh network gives him complete control over the network and caters to everything he could need in inferior surveillance due to its powerful moderation controls. World domination will be his.

**Person 6:** Ashley Tillerson

**Age:** 86

**Sex:** Female

**Background:** Ashley has been the head of her family for 30+ years, organizing family gatherings, social events in her community. She has a large family of almost 60 people, stretching down to great grandkids. Her favorite social media is Facebook, and routinely comments on her grandkid’s photos with variations of “Very Cool!”. Ashley, while wise beyond her years, is not a tech-savvy person.

**Target Market Indicator:** While Ashely is not tech-savvy, the mesh network is incredibly easy to use, as it comes with a mobile app. With a touch of a button and a few preference settings, she can set up a group on her device that connects directly to all her family’s phones. Here, she can share pictures the pasta she made last night, inspirational quotes, family announcements, and can comment “Very Cool!” on everyone’s photos with ease.

**Person 7:** Vladimir Churchill

**Age:** 42

**Sex:** Male

**Background:** After fleeing Russia due to [redacted], Vladimir escaped to Western Europe, where he now hides in the bowels of London. Him and a few other refugees camp out there, supporting each other and keeping a lookout for Russian government troops and officials to ensure their safety.

**Target Market Indicator:** The mesh network is specifically designed to create a network without connecting to the outside internet. On top of high-level encryption, the network refuses to connect to outside routers if prompted to do so, and only sends packets back and forth from devices. This keeps Vladimir and his team off the grid for his own safety.

**Person 8:** Keanu Reeves

**Age:** 54

**Sex:** Male

**Background:** It’s Keanu Reeves. He’s Canadian, an actor, and plays in some of film’s best movies. When he’s not acting, he’s being a leader in his community, running weapons courses, and stealing paparazzi’s cameras.

**Target Market Indicator:** Keanu needs to keep his interactions with other actors off the grid, to avoid being picked up by gossip magazines. The mesh network offers a variety of encryption services and VPN hosting to keep his messages, pictures, and information off the known web, and only between him and his fellow actors/family.