

Janet-

Background:

- Age: 27
- Location: Seattle Washington
- Occupation: part time barista
- Full time college student

Identifiers:

- Extrovert
- Digitally savvy
- Enjoys being outside



Simple Task: Reviewing weather for the week for her home location to dress appropriately for her walk across campus.

Complex Task: Reviewing notifications for any potential bad weather coming up that might interfere with her life on campus. *stretch feature

Amanda-

Background:

- Age: 32
- Location: Florida
- Occupation: Full time teacher
- Mother of two, ages 5 & 7

Identifiers:

- Introvert
- Coaches soccer
- Needs to know the weather to navigate her children's needs and whether the kids will have sports practice this weekend



Simple Task: Submitting contact us form.

Complex Task: Reading about upcoming hurricane report and reviewing what the weather was like on that date a year prior. *stretch feature

Max-

Background:

- Age: 45
- Location: Michigan
- Occupation: Senior Sales Associate
- Has two kids

Identifiers:

- Travels for work
- Does not spend much time on the web



Simple Task: Reviewing the weather for his home address.

Complex Task: Checking weather for upcoming business travel destinations to pack accordingly.