

PROBLEM STATEMENT

Cyrus Hawkins

user name

is a/an struggling coding bootcamper

user characteristics

who needs

faster more convenient way to get help on her coding projects

user need

because

without ready access to a coding community she will fail to grow her career in software.

insight

1. Start with the name of the user.
2. Add a short description of the user's characteristics.
3. Clearly describe the user's need.
4. Explain why the user has that need. In other words, you are developing an insight into the user.

Anika is a busy marketing intern who needs a faster, more collaborative way to take many coffee orders at once because taking individual orders takes too long and isn't a good use of Anika's time.

Greg is a college football player who needs a healthier, more diverse diet to take in more calories to gain muscle because he needs to transition from tight-end to defensive line.

1. *Cyrus Hawkins*
2. *Is aged 26, Single and works full-time as an Certified Alarms Technician*
3. *Is a struggling coding bootcamper who needs a faster, more conversational way to get help on her CS projects, because taking a lone approach to has led to missed deadline in her course.*