Derek Compton

BACKGROUND:

- Zoologist
- Bachelor's Degree

Demographics:

- Male, 30 years old
- Single, income of $50,000

Identifiers:

- Nature Lover
- Shy and discreet
- Hard worker

Tasks:

1. Simple Task: Viewing Exercise Menu
   a. In this simple task, Derek would have to start at the home page, click the WORKOUTS tab, and be directed to the page showing all of the exercises available (menu).

2. Complex task: Favorite a recipe
   - In order for Derek to Favorite a task he will need to log in
   a. In this complex task, Derek would start from the home page and click on the LOGIN button
   b. Derek will be directed to the login page with fields for him to insert email, and insert password. This page also includes buttons such as "Login", "Forgot Password", "Create Account". Derek will select Login
   c. Once logged in Derek will be redirected to the home page. Derek will then select RECIPES tab
   d. Derek will be redirected to the RECIPES tab where he can select his recipe and select the heart next to it to favorite it.

Deon Shotwell

BACKGROUND:

- Retired Dancer and Theatre Producer and Performer
- Bachelors of Arts in Performing Arts
- Worked as a backup Dancer and choreographer for many A-List musicians
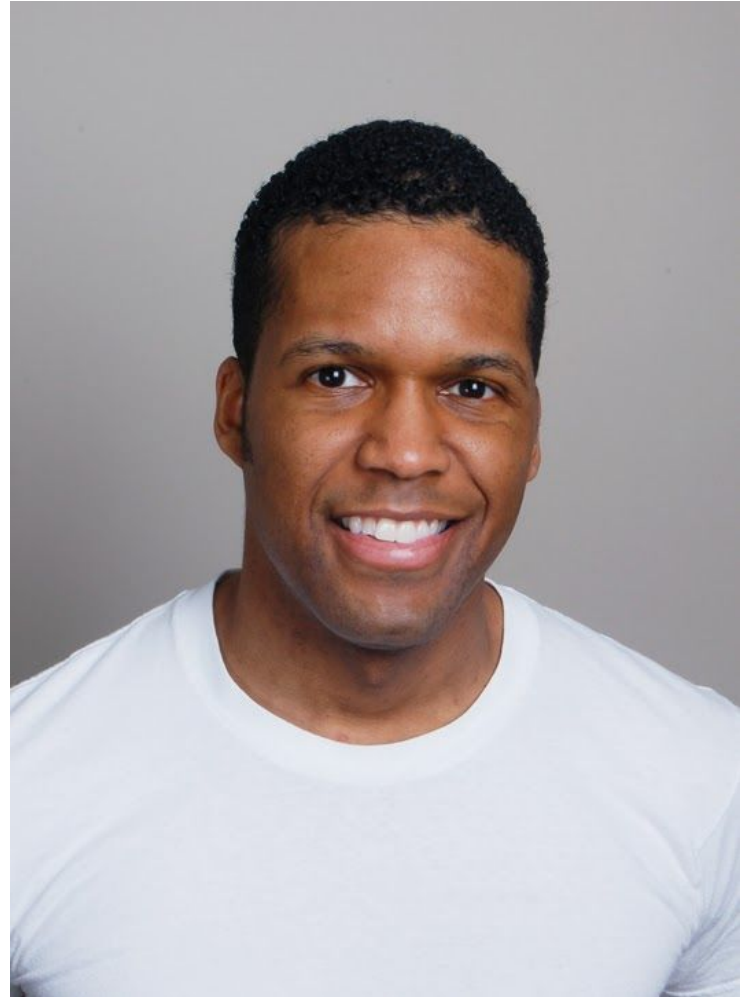
Demographics:

- Male,41 years old
- Married, income of $115,000
- Lives in New York

Identifiers:

- Father of 2 little boys
- Energetic
- Lover of Starbucks

Tasks:

1. Complex Task: Checking healthy food options for Starbucks
   a. Deon would start on the Home page and click the EAT OUT tab
   b. Deon would be redirected to a page showing the option of all popular fast food restaurants
   c. Deon will scroll to find Starbucks and click on it
   d. Deon will be redirected to the Starbucks healthy food options menu

Octavia Jones

- Works at Fast Food restaurant

Demographics:

- Female, 22 years old
- Lives with mother and 2 siblings (single parent household)
- Low income household

Identifiers:

- Friendly personality
- Helps take care of her mother

Tasks:

2. Simple Task: Create User Account
   a. Octavia will start on the home page and click on the "create account" button
   b. Octavia will be redirected to a page where she will be asked to enter her "Email", "create a password", "re-enter password", "Fitness Goal". Under this information will also include buttons such as "Create", "Login"
   c. Octavie will select the Create button and her user account will be created.