Sprint 1:
Personas For Project "Mass Lotto Under a Microscope":

**Additional Personas**:

1.



**Application:** Web Crawler/Scraper
**Usage:** Tracking internet activity for site popularity
**Location:** Internet

**Goals:** Working for various ad traffic and marketing groups to determine if there's a valued market for specific data.

**Application Interaction**: Engage in determining how graphs are used, and see if statistics can be used for certain market outreach for different age ranges.

2.



**Marketing Groups:** Various cookies and telemarketers
**Location:** Internet

**Goals:** Market research and targeting consumers who might be interested in the lottery system.

**Application Interaction**: Probably will most likely use contact information on the website to determine the creation of the website, and understanding what the web traffic or other demographics are for potential visitors.

Original Personas:
1.

**Name:** Gita
**Age:** Mid 40's
**Location:** Acton, MA
**Job:** School Teacher
**Status:** Married with 2 kids

**Lifestyle and goals:** Buys mass lottery tickets 2 times a week. Has one child in his teens approaching college age. Has started 529 savings plan for both kids, and is quite active in investment account activities. Would like to increase savings to 529 before son applies for college.

**Application interaction:** Skilled in navigating websites, and keeping track of finances on spreadsheets. She would be able to find significant value navigating this website, and reviewing the statistics presented through the app. Would prefer accessing website via computer.

2.

**Name:** Lauren
**Age:** Mid 20's
**Location:** Carver, MA
**Job:** Graphic Designer
**Status:** Single no kids

**Lifestyle and goals:** Buys mass lottery tickets 3 times a month. Has some debt from school loans. Aspires to finish college loan payments within the next 8 years. Lives in a tiny home, and likes change of scenery. Travels frequently to client sites.

**Application interaction:** Skilled in navigating websites, and keeping track of bills via google analytics. Prefers to access application via android, as internet can be sometimes unreliable in different campgrounds. Interested in signing up for additional data feeds.

3.



**Name:** Norman
**Age:** 70's
**Location:** Concord, MA
**Job:** Retired (Sales)
**Status:** Married with 5 kids and 8 grand-kids

**Lifestyle and goals:** Buys mass lottery tickets once a week. Would like to make extra money to help kids out, and pay off some medical bills.

**Application interaction:** Not a fan of websites and online registration. Kids help manage account for Norman. Would need assistance in setting up account information. Option to email daily notifications to help improve customer experience.