

Personae card

We have selected 3 personae for our application. The details are above.

Personae 1

Description

Sex : Masculine
Age : 16 – 20 years old
Job : Student
Hobbies : Computer / Online games /
high technologies

Profile

- Smartphone early user,
- Very shy, our personae would rather surf on the internet than ask anyone for anything
- Tuned 24/7



Example

Charles-Edmond is a first-year student. He has just left his parents. He leaves for the first time in his own flat in a new town: Saint-Etienne. He has to worry about plenty of things like his inscription in his new university, Télécom Saint-Etienne, subscribe to a student insurance... Without his mother Charles-Edmond is totally lost !
As always Charles-Edmond searches on the web a solution. Charles-Edmond is always connected ... The web has got the solution: GeoNote !!

Personae 2

Description

Sex : Masculine

Age : 25-35 years old

Job : Whatever

Hobbies : Sports / Partying / Riding

Profile

- Using internet is natural for our personae
- Graduated
- Smart and not shy



Example

John has a new job in a new town: Toulouse. Without family, friends and girlfriend, John is feeling pretty lonely. But John doesn't let that discourage him. John is not shy, and has several hobbies. He doesn't like staying home doing nothing. He wants to discover his new town, to know good places, to meet people.

Knowing all resources on the web, his first reflex finding an applications responding to all his desires : GeoNotes !

Personae 3

Description

Sex : female
Age : 60 years old
Job : retired
Hobbies : hiking

Profile

- A career as assistant of direction
- Already familiar with Internet, she tries to discover all resources of the web on her Smartphone
- Dynamic



Exemple

Simone is retired since one month but she is already bored. Simone still feels fit. To keep her shape she wants to practice some activities. But out of question to stay locked in a gym. Simone wants to discover her region. She loves riding, the nature, but she doesn't know where to go. After a discussion with her grandchildren, they show her the application which will change her life : GeoNote !

Simone is getting familiar with this application so easy to use. GeoNote will soon rhythm her life.