

User Profile

Nicole Mears - Web 160

User Persona 1:

Name: David in HR

Quote: "Looking for a driven web design with the passion and energy to keep up with our team!"

Demographics: David is a 35 year old hiring manager at amazon. He has a master's degree from the university of washington. His level of income is approximately 75,000 per year. He is married with two children and a golden retriever named Lucy. Him and his family live in a house in Ballard with a backyard for Lucy to run around in.

Profile: David takes his job very seriously and only hires the best of the best. He looks at all potential employee's portfolios but only very quickly because he is a busy man. If he is not impressed or finds what he is looking for in a minute or less, he moves onto the next application. He is very adept with technology as he works with it everyday.

Goals: David's goals for visiting the website are to see if Nicole's previous work is up to par for amazon. He is looking at her design aesthetic as well as technical skills. In addition to that, he wants to make sure the written content on her portfolio illustrates that she is a strong communicator.

Usage: David will likely want to look at a gallery of screenshots of websites Nicole has design. He will also want to be able to click on the live websites to examine their functionality. Being able to contact Nicole is important, as well.

Needs: David hopes to find a working contact form he can use to contact Nicole with for an interview if he likes what he sees on her portfolio.



User Persona 2:

Name: Cassie the Client

Quote: "I want to gain more business by creating a presence on the web."

Demographics: Cassie is a 30 year old freelance photographer hoping to gain more customers by having a website made for her business. She is a single mother who lives in an apartment in Queen Anne. She has an AA but takes night class in hopes of getting her bachelor's degree. She makes approximately 30,000 per year.

Profile: Cassie is struggling to make ends meet and hopes by having a website for her business she will be able to get more customers. She doesn't know much about technology which is why she is looking for someone who can design her website for her for an affordable price.

Goals: Cassie is motivated to look at Nicole's online portfolio to see if their styles will match. She also wants to know Nicole's rates and services to see if she can even afford to hire her to build a website in the first place.

Usage: Cassie might want to look through a photo gallery of Nicole's past work as well as contact her for more information.

Needs: Cassie is hoping to find an easy to use website with clear example of Nicole's web design style. She is also hoping to find contact information listed so she can call Nicole or send her an email.

