



Personas

Remember that people are diverse. Be careful not to assume that all users, including users with disabilities, use the product the same way. People use different interaction techniques, different adaptive strategies, and different assistive technology configurations. People have different experiences, different expectations, and different preferences.

Shells

Shells is a 32-year-old owner of a small graphic design company of 20 employees in Atlanta, Georgia. Since her company is rapidly growing, she's starting to consider outsourcing all of her HR work to a third party, especially her payroll.

When searching for a company to handle this work for her, Shells is most likely to open a browser and search Google for the most reputable companies. She may also consider direct mailings or any companies that may have reached out to her via phone.

Since Shells would rather work with The Extensis Group's website instead of a representative, it's important to her that she see a demo of the back-end features of the website. She's also curious about the partnership between her company and The Extensis group, and how much she'll still be responsible for. She thinks it would be great if the pricing model was listed directly on the website, but she understands that the service is probably not a one-size-fits-all solution. She'd also be pretty happy if she could see a side-by-side comparison of the competitors and easily understand what sets The Extensis Group apart.

Shells is an enthusiastic user of technology and enjoys using her smartphone, tablet, and notebook computer for business and personal web use.

Note

This persona was constructed after conducting four (4) interviews.

Steve

Steve is a 50-year-old broker of The Extensis Group's services and lives in Newark, New Jersey. He enjoys working with The Extensis Group because of their transparency, response times, and vast experience. He first heard of The Extensis Group from a business contact, and since then enjoys a very strong relationship with his Extensis Group representative.

Although he doesn't currently use The Extensis Group's website for much, he does feel as though it could become useful if a feature was added that would allow him to demo some of the software services that are available to his customers. Also on his "wishlist" is the ability to have dual access his customer's back-end, so that he can help with issues when they crop up.



Steve considers himself an average user of technology. He uses his smartphone, tablet, and desktop for both business and personal use, but he doesn't feel as though he has mastered any of them.

Note

This persona was constructed after conducting two (2) interviews.