Persona 1: Retired Rex

Description: Has time to figure out how things work, but he's not particularly fast at anything. Pretty slow typist since he wasn't a white collar worker before he retired. 65 years old.

Location: Home in suburbs of Des Moines, Iowa.

Family life: Widower whose kids are grown and live elsewhere.

Work/Profession: Retired

What he watches on TV: 20/20, local news, sports, PBS

Computers/Use: Personal Use, No Network

Websites visited: AOL, CNN

What he uses the Web for: He uses the Internet a lot to communicate with family members, his other hobbyist retiree buddies and fellow coin collectors. Helps keep him from getting lonely.

Online applications used: Outlook , IE, AOL Instant Messenger

Internet Connection: 56K dialup

Technical support: Self

Computer Issues: Love virus trashed computer and took 2 weeks of "do-it-yourself" repair to fix; hacker broke in to computer and spammed pornography which locked Rex out of several sites; heard about Internet Credit fraud on 20/20.

Goals
1. Be able to use computer for all basic functions successfully (not feel stupid, only have intelligent interruption)
2. Know what's going on with his computer status and who's accessing it
3. Protect investment made in home computer/software
4. Keep from giving other people viruses or being used for "nefarious" ends
5. Learn more about firewall security, Internet security-- become a more advanced user

Persona 2: SoHo Sara

Description: Drinks cosmos, does yoga, wears black. Has no children but is a god-mother. Thirty-something years old. Owns the book <u>Eating in the Zone</u>. References the Martha Stewart cookbooks to make appetizers for parties she throws. Proficient computer user with little desire to learn more than she already knows.

Location: Loft in New York, NY

Family life: Single. Parents live elsewhere.

Work/Profession: Freelance Copywriter for small PR firm

What she watches on TV: Not much for TV—more into novels and magazines like inStyle. Likes the Independent Film Channel.

Computers/Use: Small Business, No Network

Websites visited: yahoo, oxygen, industrystandard,marthastewart

What she uses the Web for: Uses web 10 hours a day—emails and posts a lot of documents for client review. Also relies on the web to do .download music, order from Nortstrom's online, and pay bills.

Online applications used: Eudora, Netscape, Word, PowerPoint

Internet Connection: DSL/Cable

Technical support: None—sometimes her boyfriend helps troubleshoot but often has to spend $30/call for tech hotlines (boyfriend set up computer)

Computer Issues: Once missed client deadline when computer crashed (not related to security or virus)

Goals

1. Be able to use computer for all basic functions successfully (not feel stupid, only have intelligent interruption)
2. Protect financial security/privacy and conduct safe online transactions.
3. Protect livelihood/freedom, ability to work where/when she wants
4. Get everything done fast—"set and forget"
5. Protect her clients' privacy (their information is on her computer)
6. Know who is accessing her computer & what is going on with it

Persona 3: Gamer Undergrad Gary

Description: 20 years old. Close friends built a Y2K compound. Supersonic typist, uses keystroke shortcuts as much as possible. Reads and writes science fiction/fantasy. Most creative at night (stays up geeking all night). Loves music and conspiracy theory.

Location: Dorm in Sacramento, CA

Family life: Parents live in town. Mostly hangs out on the internet with a worldwide network of friends.

Work/Profession: College student with a part time job as an assistant systems administrator

What he watches on TV: X Files, Japanese animations

Computers/Use: Personal use-- ftp server, game server

Websites visited: cnet, gamecenter, SETI

What he uses the web for: Everything—including hosting games and socializing through instant messaging and chats. Hosts a conspiracy theory website and newsgroup. Heavy Napster user. Collects Real-Media video.

Online applications used: Telnet, Internet Explorer, Outlook, Gaming Programs

Internet Connection: DSL—network with several types of computers

Technical support: Self

Computer Issues: Knows intimately how vulnerable most computers are and wants to be on guard (friends have done DNS attacks)

Goals

1. Protect online community and the knowledge he wants to share from intrusion and harm

2. Have total control over privacy/info/computer—block uninvited guests

3. Learn everything there is to know about his computers

4. Facilitate gaming with friends

5. Save $: not spend much on software

Persona 4: Soccer-mom Mary

Description: 37 years old. Not technically sophisticated—mainly motivated to have and use the computer for things related to her children's activities. Her kids know more about the computer than she does. Has two sons and both are active in soccer and other year-round activities. She's very busy bussing the kids around in her 1995 Dodge Minivan.

Location: Ranch-style home in Fresno, CA

Family life: Married, husband doesn't know any more about computers than she does (he is a refrigeration repairman, not a white collar worker.) Kids ages 8, 12 and 16-- the older boy is into gaming and uses the internet a lot.

Work/Profession: Works part-time at the local school doing administrative work in the office on a windows 95 CPU with a slow Internet connection speed. Being a mom is her main vocation.

What she watches on TV: Not much time to watch TV, but likes Home and Garden Channel, the Food Network, Oprah

Computers/Use: One computer all family members use—Pentium III Win 98

Websites visited: cnn, parenthood, yahoo health, school website, soccer team schedules posted by coach

What he uses the web for: Checking email, helping kids research term papers, look up soccer schedules, family finances in Quicken, family taxes in TurboTax

Online applications used: Outlook, IE (kids use Napster, Yahoo IM, and are into Gaming)

Internet Connection: @Home cable (the kids love cable TV and fat bandwidth for games)

Technical support: Kids, husband, self (only has a little tech support at work)

Computer Issues: Has read cases of kidnappings and creepy things happening to teenagers getting associated with stranger on the internet.

Goals

1. Protect kids from harm while still facilitating their research and gaming

2. Protect financial security/privacy - conduct safe online transactions.

3. Be able to use computer for all basic functions successfully (not feel

Persona 5: Professional Paul

Description: 43 years old. Learned to program with Basic back in the early 80's. Does not differentiate between work time and home time because he loves playing with technology - writes hardware drivers for fun. Supersonic typist. Extremely technically sophisticated. Listens to NPR on the radio.

Location: Austin, TX

Family life: Married, no kids

Work/Profession: VP of Engineering for IBM, 50+ hours per week in the office, but work and home life blurs

What he watches on TV: 60 Minutes

Computers/Use: Personal Use, network of 5 computers including an FTP server and a Linux web server

Websites visited: cnet, slashdot, eBay, Amazon

What he uses the web for: Almost everything. Shares network with equals (including wife). Manages his 401K funds, participates in news-groups (where he gives out advice), online trading.

Online applications used: Telnet, Internet Explorer, Outlook

Internet Connection: DSL-- network with several types of computer

Technical support: Self

Computer Issues: Shares computers a lot with equals and needs to do so safely

Goals
1. Have total control over privacy/info/computer--block uninvited guests
2. Learn everything there is to know about his computers/technology (lifelong passion)
3. Protect investment of time/money/skill in his network

Attachment A

High-level Target Audience Analysis Signoff

Your approval of this High-level Target Audience Analysis is required in order to proceed with the project. By signing off on the High-level Target Audience Analysis, you agree to the overall focus and details presented. If you require any additional details, clarifications, or other edits, please include them below and sign at the bottom of the page.

Please return this page by fax with the appropriate signatures to the Imagesmith Project Manager, Jennifer Guy, at (831) 460-9155.

I/we have read the High-level Target Audience Analysis for the user interface redesign and agree to the direction as presented.

_____ _____

Product Manager   Director Product Marketing

< OR >

I/we have read the High-level Target Audience Analysis for the user interface redesign and request the following additional clarifications, additions, or other changes for approval (please attach a separate page if necessary).

_____ _____

Product Manager   Director Product Marketing

Thank you!