

1. George, The Busy Contractor

George Bruning

“The less time I spend on obtaining supplies, the more time I have to supervise the job sites, which saves the company time and money.”

Personal Profile

- 32-year-old, married with two young children
- BA in Business Management
- Travels and oversees various job sites all across Southeastern Michigan
- No disabilities

Computer Skills and Resources

- Uses work computer to keep track of job sites progress and employees
- Intermediate Internet user
- DSL connection at the office, running XP Professional
- Screen size is 800x600
- Familiar with Outlook and IE 6
- Little time to learn new interfaces or do research

Customer Needs

- Check online for local store inventory
- Compare products and pricing
- Access commercial credit card account information – balances, purchases, etc.
- Browse contractor promotions/sales
- Make online purchases and have supplies shipped to job sites

Scenario

George starts his day when most of us are still in bed. As the main supervisor for multiple job sites, George finds that he spends most of his day in his truck. Before he heads out on the road, he spends a few early a.m. hours at the office, reviewing the various job sites' stages and needs.

George is in charge of making sure all the materials are on the job sites when they are needed. He finds this can be a challenging task and is looking for solutions to save the time and energy that is wasted on multiple trips to the store.

George is interested in finding a website that would allow him to order supplies online and deliver those supplies to all the different job sites. George is also looking for tools that would

allow him to make material lists that he could reuse on projects that are similar and use those lists as a guideline as to what he needs to order.

Recently George received a flyer in the mail advertising promotions for contractors at Home Depot's website. He browses to the site and finds he can easily do some of the tasks he had been wishing for. He likes the idea that he could check out the local Home Depot's inventory. If a job site runs short on materials he could easily find out if the Home Depot closest to the site has the product in stock. He also likes the special promotions for contractors and this will be added incentive for him to open a commercial credit card account.

George will visit the site on a daily basis and it will be important that the site maintain a simple user-friendly interface and not do many redesigns, as he does not have much spare time to relearn the sites' interface.

2. Amber and Brian, The Do-It-Yourself Homeowners

Amber and Brian Fortner

“We want to compare products, purchase online and get instructions to the projects we are planning.”

Personal Profile

- Mid-twenties married couple with one small child
- Currently remodeling a house that has become too small for them, which they plan to sell
- Amber works part-time as a secretary and Brian is a full-time employee at a paving company
- Brian has no disabilities and Amber is near-sighted, wears glasses

Computer Skills and Resources

- Amber uses multiple programs at work and is an experienced computer user
- Brian is an intermediate computer user and is familiar with Hotmail and IE 6
- High speed Internet access through cable provider
- Screen size is 1024x768
- New Dell system at home, uses:
 - Email
 - Chat programs
 - Family photos
 - Researching
 - Shopping

Customer Needs

- Product lookup, comparing and price checks
- How-to articles available online free of charge
- Online ordering
- Simple site w/ search capabilities
- Contact us information

Scenario

Amber and Brian recently had their first child. While they are very excited that their family is growing, they realize that their two-bedroom house has become overcrowded with all the furniture that comes with the baby. They would like to remodel the house in order to sell it at a profit. The couple did a couple of remodeling projects prior to the baby joining them, so they have some experience and have an idea of what to expect when doing projects themselves.

Brian is a good handy man and can do most of the labor involved with these types of projects. Amber researches the projects before hand on the Internet and will be in charge of the design of the project. While she has some time to do research, the less time she spends on the computer, the more time she has with baby. They will need good instructions to get an idea of how much time and money certain projects will take. Being a new mom, Amber would also like to do much of the ordering online, as it is a pain to take the baby shopping.

While surfing the web one day, Amber comes across Home Depot's website. She discovers that their site has how-to articles for some of the projects her and Brian had talked about doing. She also finds that she can browse and compare products and price out how much a project will cost.

She likes the fact that the site has so much information available to her free of cost. Not only does the site have how-to articles but they also have plenty of gardening and project tips. She will use the site to order their supplies and have them delivered to her house, saving Brian the time of having to go pick up the materials.

She will become a return visitor throughout their remodel process. When they finally move to their bigger house, she will remember the site and use it to help them in their projects there. The site should remain simple to use and easy to navigate.