Kiana Onishi
Art 155
Three Detailed User Scenarios Project

NAME:	Zac Powers
AGE:	9
GENDER:	Male
EDUCATION:	Elementary School
FAMILY:	Lives with his mom and dad
HOBBIES:	Loves playing with friends and loves playing videogames on his PSP.
OCCUPATION:	Gets an allowance from his parents weekly for doing household chores
INCOME:	$25 a week
SPENDING:	School lunch, snack from ice cream truck, games
DISABILITIES:	None
COMPUTER:	Plays videogames on his PSP, Dell PC, Internet-DSL, 800x600
LOCATION:	Kailua, HI

GOAL: Find a cool skin or case for his PSP

  Zac Powers went to school and saw his friend Scotty. Scotty had PSP with this really cool skin. He wanted to buy one too and found out that he got it from the website iStyles.com. He's wanted some kind of cool skin or case, to protect it from getting scratched up from him putting it in his school bag. So when he came home from school at about 3:15 pm. he went straight to his room and on his computer.

  Next, he turned on his computer and proceeded to open up his browser Internet Explorer 6 to search the Internet. He normally uses Yahoo.com's search engine for all of his Internet searches. However, since he had the direct address he just entered the address in the "address" field. It took about 5 seconds for the site to load. After the page loaded, Zac looked at the front page and was a little confused. He only saw pictures for iPod stuff. He wondered maybe his friend had given him the wrong website address. So he scrolled down and saw a link to "more new products", so he clicked on it. To his disappointment, he found only more products for iPods. He could not see a clear or obvious link to the PSP products. After about five minutes, he gave up and shut down the computer and went outside to play.

NAME:	Janette Hong
AGE:	30
GENDER:	Female
DISABILITY:	None
EDUCATION:	High School Diploma, computer illiterate
FAMILY:	Married, no kids
HOBBIES:	Gardening, exercising, listening to music while listening to her shuffle iPod, shopping
OCCUPATION:	Works in a fashion retail shop
INCOME:	$ 25,000
SPENDING:	Online, Mall, Groceries, Garden Shops
COMPUTER:	Husband's Apple computer (6360 Performa), but he helps her shop online to buy things at great prices. 800x600
INTERNET:	Cable
LOCATION:	Redwood City, CA

GOAL: Find an ipod case for her shuffle

After eating dinner, Janette Hong and her husband Mike went onto the Internet to check out their email. Janette is not an avid user of the computer, her husband often helps her when using the computer. Today when Janette was at work, a customer had come in and asked her if they had any iPod cases? She said no they didn't carry any. So she was on a mission to find out more info about iPod cases. She thought that if she could have a case for herself and maybe order some for the store, it would be great.

Her husband turned on the computer and he first liked to check their family email. After they checked their email her husband Mike opened his program Firefox to search the Internet. He normally uses Google.com. She had told her husband that she was interested in finding an iPod case that could dress up her iPod. She didn't know where to begin. So Janette and her husband started searching by using words like iPod cases. A lot of links appeared. Some of the links that appeared were: ebay.com, thinkdifferentstore.com, iSkin.com, theistore.com, and many more. They looked at those sights, but she didn't see anything that was appealing to her.

She was interested in getting an iPod case for her shuffle iPod. She did see an iPod case was made by Kate Spade, but wasn't what she was looking for. They stumbled across a website called iLounge.com. This is a huge site with a lot of links to all kinds of stores on the web that sold iPod accessories. They stumbled across iStyles.com and saw some cool cases right on the front page. The first thing that caught her eye was the picture of the shuffle. She clicked on that picture and whole bunch of skins and cases appeared for her shuffle. She was amazed. There was so many, but they had so many pages to view. Se didn't know where to begin. After searching a while, she and her husband were getting tired after the 8th page. She was wishing that maybe they were more organized. So she told her husband to go back to iLounge.com to find another site that was easier to find cases. They ended up buying several cases from iStore.com.

NAME:	Chris Masushita
AGE:	29
GENDER:	Male
DISABILITY:	Wears contacts
EDUCATION:	High School Diploma, some college, computer guru
FAMILY:	Single, no kids
HOBBIES:	Swimming, running, listening to music with the iPod 4thG driving to work and uses his iPod shuffle while riding his motorcycle, and he also likes diving
OCCUPATION:	Works as an electrician
INCOME:	$ 50.000
SPENDING:	Online, Motorcycle stores, Home Depot, Restaurants, Apple Store
COMPUTER:	iMac G5, 12" Powerbook, 3 external HDs, 1680x1050
INTERNET:	High Speed Cable
LOCATION:	Honolulu, HI

GOAL: Find an ipod case

Chris is a total computer/internet guru. He loves spending time on the Internet surfing or shopping. He also loves computers. Besides spending most of his day working, he's on the computer morning and night. He often checks the weather in the morning, as well as, his email. Once he comes home from work, he's on the Internet again. He also likes shopping online because it is more cost and time efficient for him. He uses two iPods. One is a shuffle and the other is a 4th generation version. He uses his shuffle at work all the time so he always has to change cases for it. However, locally they don't carry a variety of cases or skins. So he has wanted to check out online what kind of cases they have for it.

So today, he sat down and decided to spend some time looking for some cases online. He uses Safari's browser and uses Yahoo.com's search engine. He started his search with keywords like: iPod cases, iPod shuffle cases, shuffle skins, shuffle, iPod accessories, etc. He looked at a bunch of websites. He liked that a lot of sites had a variety of skins and cases to choose from. So now it's a matter of cost and availability.

He stumbled across iStyle.com's website. He saw that they had some cool skins that some other stores were currently sold out on. So he was pretty optimistic that he could find something here at iStyles.com. Unfortunately as he was searching and looking through their site he ran into some problems. One of the problems was when he clicked on the link to "iPod shuffle" he found himself looking at a variety of products for a variety of iPods and not just the shuffle. At first he was a bit confused. However, it didn't take long before confusion turned to irritation.

Chris has bought things online before. He has run into shipping problems through companies. So he is very cautious about shipping with online businesses. Because this website was poorly structured in regards to organization, he didn't feel confident about buying from them. He thought that if they were this unorganized, what guarantee would he have that his shipment or payment would be trouble-free? He didn't.

In addition, he also looked at the shipping and handling link. He read that they ship from an international location and shipping would take maybe up to two weeks. He also wanted to find out the cost to ship to Hawaii. In order to calculate shipping costs, he needed to proceed to checkout. After he pressed the checkout link, it directed him to a "user sign in" screen. He would have to register first as a user just to find out any shipping costs. By this time, he just decided that he would pay a little more for two day shipping from iSkin.com, then to go through all of this.