MAHIR HASIC

AGE 37
OCCUPATION Visual Designer and Photographer
STATUS Single
LOCATION Sarajevo, Bosnia and Herzegovina
EDUCATION International University of Sarajevo
USER TYPE Active

Design	Communications	Photography

Bio

Mahir is a designer and photographer who aims at creating simple, functional, and aesthetically appealing designs. He is driven by the "less is more" mentality, ultimately creating modern and clean design solutions. He is determined to accomplish all of his tasks with the best possible results and prides himself on being flexible with client needs.

Motivations

- Achievement
- Fear
- Growth
- Independence
- Innovation
- Utility

Personality

- Extrovert — Introvert
- Sensing — Intuition
- Thinking — Feeling
- Judging — Perceiving

Goals

- Maximize productivity when working
- Create modern clean, minimalistic design
- Meet client needs and create the best solutions

Technology

Ai Ps Id RESPONSIVE RWD

Frustrations

- Administrative hurdles that decrease work time
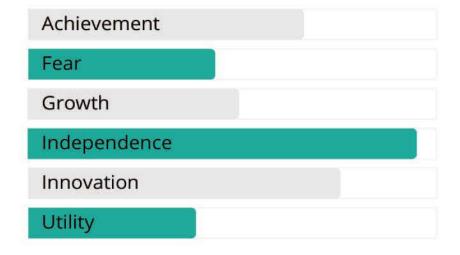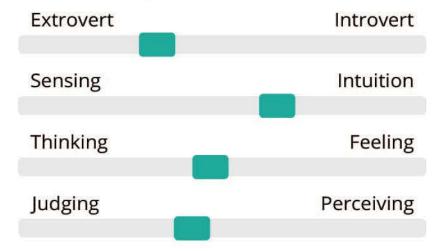- Manual paperwork tracking is time consuming

Social

f Linked in (twitter)

"Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away."
Antoine de Saint-Exupery

DANIELLE REID

AGE 34
OCCUPATION UI Designer
STATUS Single
LOCATION Berlin, Germany
EDUCATION University of New England (AU)
USER TYPE Active

Design	Communications	Photography

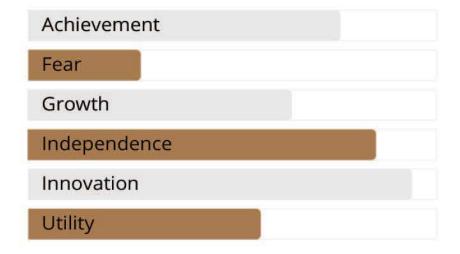*"Team up with the most inspiring and diverse people around, because collaboration is the key to success"*

Danielle Reid

Bio

Danielle designs meaningful products and experiences that are loved and used by humans. She has co-founded a company where she led the design of a native iOS app which reached number one on the paid App Store in 25 countries. As the design co-founder for an ed-tech startup, she collaborates with designers and developers and has previously worked within small teams at large advertising and branding agencies.

Motivations

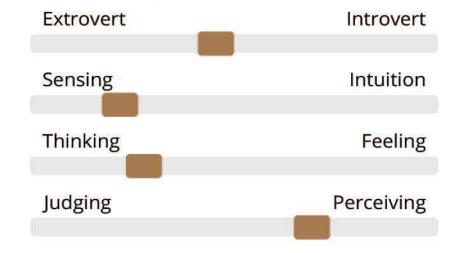Achievement

Fear

Growth

Independence

Innovation

Utility

Goals

- Collaborating throughout the design process
- Simplifying the process of hiring designers
- Empowering women to be entrepreneurs

Frustrations

- Explaining the necessity of UX Design to clients
- Balancing administrative needs with the creative

Personality

Extrovert — Introvert

Sensing — Intuition

Thinking — Feeling

Judging — Perceiving

Technology

Ai   Ps   Id   HTML5   CSS3

Social

f   Linked in   (Twitter)

ACTIVE CONSUMER

This User is a multi-tasker. He holds a full-time job, and works with his wife to take care of their two children. He is constantly on the move and must fit in errands and everyday tasks in what little free time he has. He collects comic books and magazines and runs a freelance graphic design business as time and his schedule allows.

PAUL G.

Age: 34
Gender: Male
Location: Atlanta, GA

Education: 4 year BA Degree and Design Certificate Degree
Family: Wife, Two Daughters, Mother, Father, 1 Brothers, and 1 Sister
Hobby: Music, Art
Occupation: Graphic Designer
Income: Approx. $53K
Work Hours: 42 hours a week
Disabilities: None

Security Feelings: Very High
Design Tastes: Eclectic, Artistic
Computer: MacBook Pro
Browsers: Chrome
Browser Settings: Cookies Disabled
Network: Cable, Ethernet
Tech Skills: InDesign, Illustrator, Photoshop
Favorite Movie: Pulp Fiction

Typical Day
He has breakfast with his wife and heads to work. He and his wife alternate picking up their children from daycare. On evenings where he does not have pick-up duties, he meets his buddies at the gym for a workout and to play basketball. He has dinner then he reads to his daughters while his wife prepare lunches for the next school day. After tucking them in he gets on the computer to work on his personal projects, surf the web, and engage his online peers.

Why The Concept Appeals to Him
He is an avid reader who enjoys mysteries, thrillers, and other stories that feature action, adventure, and a continuous narrative. This project is perfectly tailored to his interests.

CASUAL CONSUMER

This User is a recent graduate school graduate who home schools her daughter, while actively networking and when not working a contract position. She participates in a book club with her girlfriends and is often online interacting on social network sites or parenting blogs gathering information about child-care products and child-rearing tactics.

LAUREN A.

Age: 31
Gender: Female
Location: Houston, TX

Education: BA - Sociology
Family: Single Parent, Daughter
Hobby: Writing, Reading, Cooking, Creating Recipes
Occupation: Social Services Provider
Income: $35-46k
Work Hours: Varies
Disabilities: None
Security Feelings: Moderate

Design Tastes: Modern
Computer: PC
Browsers: Firefox
Browser Settings: None
Network: Cable
Tech Skills: Microsoft Office Suite
Favorite Movies: Pretty Woman, Love Jones, Love Actually

Typical Day
Currently a stay at home mom, she spends her day taking care of her child. She starts the morning off with breakfast, followed by a daily home school assignment for her daughter which consists of writing alphabets, numbers and shapes, during which time she handles personal and work related business, then break time with a snack for her, then arts and crafts. She may run errands then come home and prepare dinner.

Why The Concept Appeals to Her
The concept appeals to her because she reads a lot. She owns a Kindle e-reader which saves her time from going to the book store, and she gets to do other activities (a favorite being online shopping). She actually owns two kindles, having recently purchased one for her 4 year old daughter. She has downloaded books, educational apps, and other games.