Anthony Gamunev

• 25 Years Old

• Capricorn

• Occupation: College student. Holds a part-time at Radio Shack.

• Status: Primary user.

• Use case diagram(s) to explain actors, tasks, and how they interact

• Goals: He wants to make a living out of fashion photography. He wants to become a fan of the Mantis after he gets through the cd.

• Skill set: Anthony is a savvy web user. He enjoys accounts in yahoo, gmail, myspace, and facebook. Through all of his years of online experience, he has learned to do basic html pages.

• Tasks: What are the basic or crtical tasks your user performs (we'll expand on this in the scenario section of our

class exercise.)

• Relationships: This user has no siblings but quite an active social life. He enjoys to go out with different groups of friends, but stays home enough to enjoy a Adult Swim's late nite block.

• Requirements: Anto loves to be entertained, and he likes to see what's the latest in late-nite entertainment. He'll explore the CD to learn more about the mantis. He's not into much reading, but into sitting back and enjoy ing the ride.

• Expectations: Anto expects to be wowed by this cartoon world. He wants to learn about the storylines, but overall, he wants to laugh.

A day in
Anthony's Life

• 10am- Anthony wakes up, and makes himself some coffee. He turns on the TV, and lets it play in the background.

• 10:15- He logs on to check his emails, his multiple messenger accounts, and his myspace account. Approves and deletes comments, according to his liking. Multitasks between all these communication mediums.

• 10:30- Takes a shower, and gets ready to leave to work. He works at Radio Shack.

• 10:00- Leaves for bus. Wears his ipod on the to work.

• 10:30- He's not supposed to be in yet, so he enters CompUSA and checks out the latest products, flips through the pages of a few magazine stands.

• 11:00- He's a slave at Radio Shack for 8 hours, but he actually enjoys it.

•3:00pm- Anthony takes a lunch break with a one of workmates. He regulary eats at Subway, but today, he's having Wendy's.

•8:00- Anthony leaves the store, and pays Borders a visit.

•10:00- Meets with a couple of his friends for a drink, but has to leave early because he has to attend class tomorrow.

•11:30- Anthony is already home, watching Adult Swim, as he eats some mac and cheese, and chats online.

•1am- Goes to bed listening to his "Insomnia" playlist in iTunes.
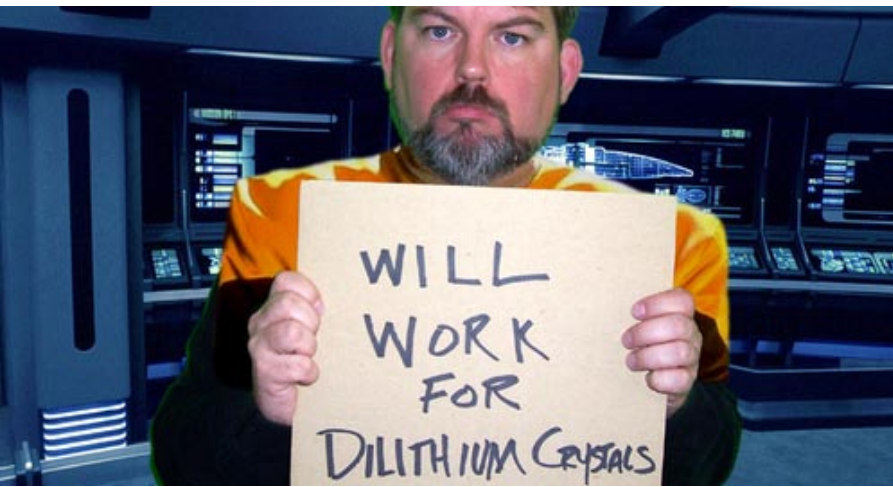
Cecilia Lopez

- 17 Years Old
- Virgo
- Occupation: Still in high school. Dungeon Master in her D&D clan.
- Status: Primary user.
- Use case diagram(s) to explain actors, tasks, and how they interact
- Goals: She wants to become a faery artist.
- Skill set: Flora is a savvy web user. She has an account in DeviantArt where she displays her latest artwork. She also blogs furiously, and enjoys informing her web friends of the latest trends online.
- Tasks: What are the basic or crtical tasks your user performs (we'll expand on this in the scenario section of our
class exercise.)
- Relationships: This user has an older sibling she looks up to because she's into New Age things and got her into it too. Her parents are sophisticated world travelers. She met her best friend online.
- Requirements: She feels it is her duty to inform others of the latest cartoons out there, and she's out there exploring new sites to link to her friends.
- Expectations: She expects to fall in love with these feminist creatures, and for the site to be good enough to share with others in her blog.

A day in
Cecilia's Life

- 1:30pm- Cecilia wakes up, and checks her emails, Facebook, DeviantArt, and LiveJournal accounts.

- 2:00- She calls her best friend to see what she's up to, and to remind her of bringing some snacks for tonight.

- 2:15- She makes herself some cereal breakfast as she talks on the phone.

- 2:30- She goes to the corner store to get some supplies because her D&D friends are coming over to watch a Buffy: The Vampire Slayer marathon. They just got all the episodes on E-Bay.

- 3:00- She's preparing a marvelous shrimp salad, and her sister is helping her make sangria before she goes to her yoga class.

- 4:00- Her friends start arriving, and they start watching Buffy as they snack away.

- 8:00- She takes a bathroom break. Decides to order Thai food.

- 9:00- As they eat, she shows her friends the latest YouTube videos.

- 9:30- Cecilia and her friends share some websites. Her favorites are Mantis in Pantis and Aqua Hunger Teen Force.

- 10:00- Cecilia and her friends continue watching Buffy.

- 2:30am- As her friends sleep, Cecilia blogs about her new finds.

- 3:00- Cecilia goes to bed after a short meditation.

Howard Hekel

- 47 Years Old
- Gemini
- Occupation: He is a manager at CompUSA, fixes computers part-time.
- Use case diagram(s) to explain actors, tasks, and how they interact
- Goals: Wishes to organize a Star Trek convention in Denver.
- Skill set: He's been around the web since its conception, learning how to use complex programming languages.
- Tasks: What are the basic or crtical tasks your user performs (we'll expand on this in the scenario section of our

class exercise.)
- Relationships: He has a dog he cares for very much. He's room-mates with his statue collection.
- Requirements: He wants to make a website for the Star Trek in Denver convention, and wants to take ideas from other movie websites he loves.
- Expectations: He expects to be inspired by the Mantis in Pantis website. He loves the show, and wants to extend his experience to the web.
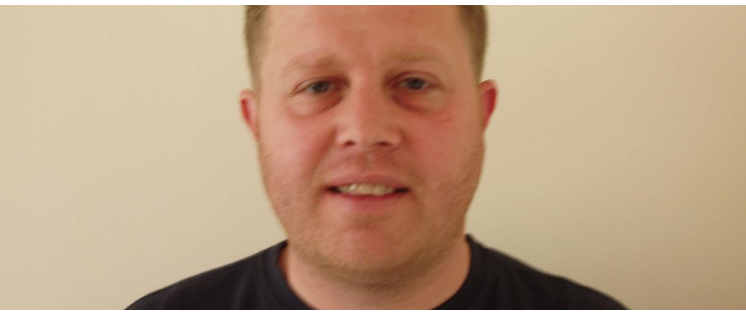
A day in Howard's Life

- 8:00am- Howard wakes up and showers 3 times. You never know what diseases he might caught on while he was sleeping.

- 8:30- He's already at CompUSA, opening the store, and checking his emails, and his RSS feeds at BlogLines.com

- 10:00- Takes a 15 minute coffee break. He takes this opportunity to check computer and entertainment news in his iPhone.

- 12:30pm- Calls the Creation Conventions representative, and gets an update on the booking process. He also leaves Chris Angel's agent a message to try and book a special appearance.

- 1:00- Deals with problematic costumer who doesn't understand that OLIVYA TV sets don't come with a tuner.

- 2:00- Takes a late lunch in the back office, as he reads the latest issue of Nightwing.

- 2:30- Calls his neighbor to remind him to dogsit for him.

- 4:00- Walks to the movie theatres next door and prebooks tickets for the latest Harry Potter film.

- 6:00- Goes online in his laptop (the office's computers are below him), and researches many movie websites.

- 7:18- Upset costumer calls for him. She's being treated rudely by convention fan who works there.

- 8:00- Leaves the store to go fix a client's computer. He's the local organizer of the local fury convention. Not that many in Denver.

- 9:40- Gets home, and has a tv dinner while zapping between Comedy Central and Adult Swim.

Geary Johnson

- 37 Years Old
- Virgo
- Occupation: Founder of startup design company in San Francisco.
- Status: Tertiary user.
- Use case diagram(s) to explain actors, tasks, and how they interact
- Goals: He wishes to find the best team of people for his company to be able to make a lot of money. He wants to believe the maker of this CD will not dissapoint him with the content.
- Skill set: Geary has been around. He lived through the dot.com era, and survived it. His company specializes in developing promotional materials (such as websites) for other companies.
- Tasks: What are the basic or crtical tasks your user performs (we'll expand on this in the scenario section of our
class exercise.)
- Relationships: This user is single, and doesn't seem to invest time in anything other than his company. He loves to skateboard, and to collect the latest products Apple has to offer.
- Requirements: Geary needs to find someone who can do three things: conceptualize creatively, understand user experience, and design efficiency.
- Expectations: Geary wants to see if the person who made this CD has the vision and skills he needs to join his company.

A day in
Geary's Life

- 8am- Geary wakes up and has some booze. He's been drinking too much lately. He starts reading the newspaper, as he gets ready for work.

- 8:30- He skateboards to the office.

- 8:45- Gets there early before the rest of the employees are in.

- 9:00- Deals with his employees and clients.

- 10:30- Enjoys of a cigarette break, even though he's trying to cut back.

- 11:00- Geary has a meeting with a client. He tries to lure him in.

- 2:00pm- Geary makes one of his employees bring him a burrito, and a soda. There's just too much to do for him to have the luxury of leaving the office for a break.

- 10:00- Finally leaves the office... has a cat that's waiting for him at home that's quite hungry so he declines his employees offer to hang out.

- 10:20- Geary feed his cat, and talks to his Mom back in Ohio.

- 11:00- He brushes his teeth, and goes to bed.

Tom Alexander

- 32 Years Old
- Capricorn
- Occupation: VP Trade Marketing, Cartoon Network.
- Status: Secundary user.
- Use case diagram(s) to explain actors, tasks, and how they interact
- Goals: Tom wants Adult Swim to continue growing as a hot commodity. He wants to learn about the new cartoons being produced at the station.
- Skill set: Tom is a cocky guy who graduated from Standford. He is familiar with advanced internet applications, but prefers to deal with analog situations.
- Tasks: What are the basic or crtical tasks your user performs (we'll expand on this in the scenario section of our class exercise.)
- Relationships: Tom is getting married this summer. He enjoys sailing in his boat, but prides himself in being an indy sort of guy.
- Requirements: Tom needs to be briefed on what the cartoons are about before he tries to sell them.
- Expectations: Tom expects to find a product consistent with the Adult Swim brand. Something he can place his trust in when marketting the product.

A day in
Tom's Life

• 6am- Tom wakes up and gives a kiss to his live-in fiance.

• 6:20- Goes off for a jog, and escorts his dog into pooping grounds.

• 7:20- Takes a shower, and gets ready for breakfast with another executive.

•8:00- Has breakfast at Judie's Cafe. Asks for Earl Grey tea, and a salmon omelette.

•9:00- Tom walks home, and talks a bit with his fiance while he gets ready for a Skype meeting with a possible client.

• 10:00- The Skype meeting turns out to be quite a success. More money is coming his way.

•10:30- Tom decides to exercise at the gym at his house.

•10:15- His Mom calls, and interrupts his workout.

•10:40- Tom continues with his workout routine.

•11:30- He takes a shower and heads to the office.

•12:00pm- Gets to the office, and starts attending a few meetings.

•4:00pm- There are no more meetings, so he heads to an early happy hour with some of his friends.

•7:00pm- Gets back home, to get ready. He made Opera and dinner plans with his fiance.

•9:30- Falls asleep at the Opera.

•10:30- By then he's back home, and just enjoys a night cozying up with his girl, and falls asleep reading the book Freakonomics.

•12:30am- Wakes up because his dog suddenly needs to pee.