

User Personas



<p>Ruth</p> <p>Local Property Management Company</p>  <p><i>"We have property management software which list our properties but I would like to have our own website for which to show our listings."</i></p> <p>58 year old small business owner of 20 years is visual oriented with old school values based in ease of use with regard technology. She prefers face to face interactions over online methods of exchanges,</p>	<p>Demographics</p> <p>Annual Income 80 – 100 K</p> <p>She lives with her husband of 62, has been married since age 30 and is a second generation Sacramento resident. She enjoys staying on top of the daily routines of her property management company.</p> <p>A homeowner.</p> <p>She has two automobiles of her own.</p> <p>Not so tech savvy she prefers use of a simple flip phone instead of a smart phone.</p>
<p>Considerations</p> <p>Needs Online presence for listing rental properties as well as to list properties for sale. Needs someone to handle all the details of web development and graphic design as she feels she has no idea how to manage these details.</p> <p>Problems Believes that having a website is a good thing but does not know where to start. She has no personal friends who know web development of graphic design and although a self-starter, she would not know how to approach the task</p> <p>Concerns Personal connections are important and she does not personally know anyone to approach for advice on how to go about making a website.</p>	<p>Solutions</p> <p>Personal Approach by one on one discussion of website and design suggestions.</p> <p>Provide examples of responsive web design using browser resize to show how this works on mobile devices.</p> <p>Provide hyperlink to property management site which manages property listings.</p> <p>Create secure online form for rental property applications submissions.</p> <p>Create database accessible by user secure login.</p> <p>Provide downloads of rental contracts and related legal documents.</p>