

# Katie Longhorn



"I guess you could say I'm beginning to be a world traveler"

Age : 18

Work : Full-Time Student

Family : Single

Location : New York City, NY

## Goals

- Wants a platform that will automatically send her what she needs when she starts running low.
- Always on the go. Would benefit most from a mobile application.
- Does not like routines, so each box should be different in some way.

## Frustrations

- Does not go grocery shopping often. Needs her supplies delivered to her dorm.
- Hates dealing with the lines and confusion at stores. Would love to be able to buy all dorm needs online.
- Has to remember many things at the same time. Often, she forgets to buy simple items such as dryer sheets and paper towels.

## Bio

Katie is a freshman at The Julliard School. Growing up, Katie did not play many sports. Instead, she spent most of her time playing instruments and experimenting with audio mixers on her computer. She hopes to one day play for the New York Philharmonic. Out of the 6 instruments she can play, her favorite is the clarinet.

Back home, Katie enjoyed visiting art museums, attending local music concerts, and performing with her community theatrical company.

## Interests

Meeting New People



Painting



Travelling



Watching Movies



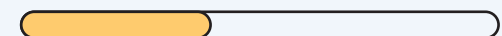
Hiking



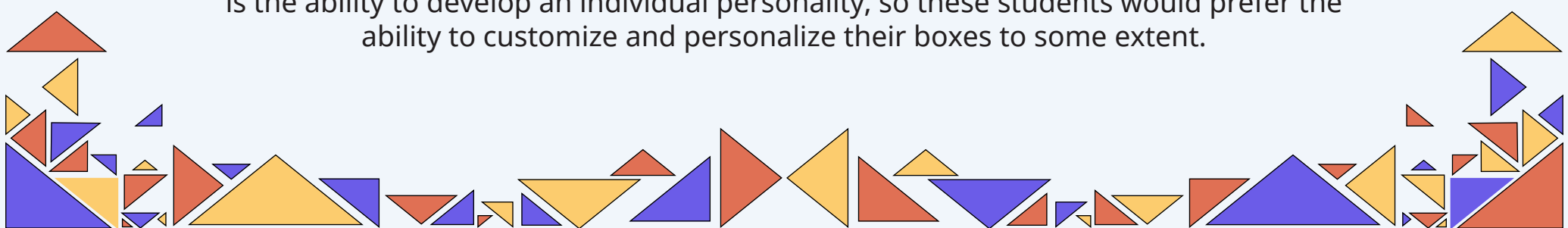
Discovering New Music



## Most Used Devices



Katie represents unboxxEd's second largest consumer demographic, the students themselves. Typically, students tend to use mobile devices such as phones more than any other devices, followed closely by laptop computers. These students have recently moved out of their childhood homes and into a dorm, but they are still not able to provide for themselves. One of the most exciting parts of moving to college is the ability to develop an individual personality, so these students would prefer the ability to customize and personalize their boxes to some extent.



# Stan Farnsworth



"I can accredit much of my success to my loving and supporting family."

Age : 54

Work : Chief Architect

Family : Married with three kids

Location : Lititz, PA

## Goals

- Wants to make sure his daughter always has enough school supplies.
- Knows college students are always on the go, so a selection of snack foods would be ideal.
- Has been told that students have trouble getting supplies during summer classes. Looking for an option that allows him to send

## Frustrations

- Since she is always on the go, he cannot always get in contact with his daughter to find out what she needs .
- Uses a tablet often for his job, but many applications and sites do not adjust well to his tablet's screen size.
- Often forgets about routine tasks, despite the fact the he is extremely organized. Would benefit greatly from automated services.

## Bio

Stan is a father of three kids, two girls and one boy. His oldest daughter just moved away to college, and is living on her own for the first time. Stan trusts that she knows how to survive without his help, but he still feels that he should surprise her every chance he gets. Stan needs a website or app that allows him to chose the items he wants to send to his daughter. Since this is his first child to move out, he is naturally nervous about her safety and well-being.

During his spare time, Stan enjoys reading, playing poker with his friends, and hanging out with his family.

## Interests

Watching Sports



Camping



Cooking



Fishing



Finance



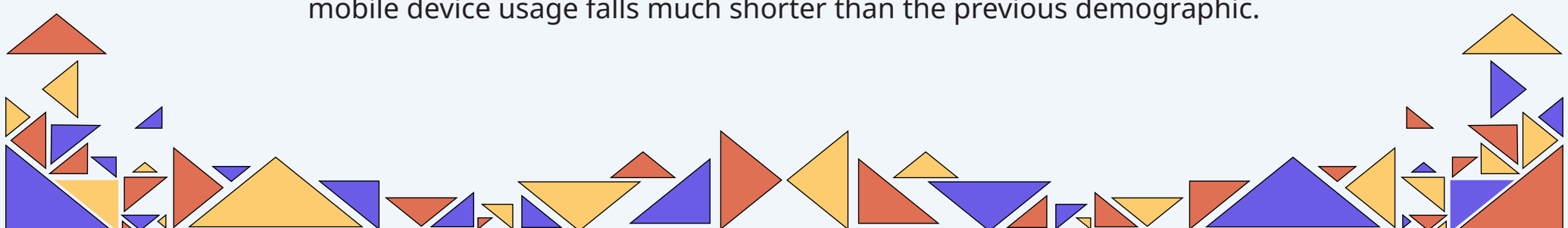
Gardening



## Most Used Devices



Users similar to Stan Farnsworth combine to make unboxxEd's largest and most important user demographic. The parents and guardians of the students are always concerned with the well being of their children, which is why we provide a wide variety of high quality items and supplies to choose from. Individuals that relate to this persona tend to rely primarily on desktop computers to access the internet, and mobile device usage falls much shorter than the previous demographic.



# Yvette Knicely



"I've lived a wonderful life. Now I want to help my grandkids do the same."

Age : 72

Work : Retired

Family : Married with two kids and 6 grandkids

Location : Los Alamos, NM

## Goals

- Wants to be able to surprise her grandkids with care packages.
- Would love to be able to avoid the hassle of going to the post office to send her packages.
- Looking for different items to send each grandkid. Wants to make each gift personal.

## Frustrations

- Does not know much about the internet, so a simple, easy-to-use interface would be beneficial.
- Not up-to-date on the popular brands these days, so a wide variety of options would allow for a better selection.
- Not very good at texting. Each gift needs to have an option to attach a personal message from the sender.

## Bio

Yvette spent most of her life working as an airplane stewardess. She met her husband on a flight to Montana, and they raised their two kids in San Antonio. After their kids graduated college, Yvette and her husband retired to the small town of Los Alamos. Yvette's oldest grandson just moved into his first apartment, and she wants to send him a carepackage to help him settle into his place.

During retirement, Yvette has picked up many hobbies including knitting, walking around her neighborhood, and volunteering at her local animal shelter.

## Interests

Bird Watching



Reading



Spending Time with Grandkids



Walking The Dog



Puzzles



Baking



## Most Used Devices



Yvette makes up the last and smallest user demographic. This section of the user population can be identified as the grandparents and older individuals who purchase care packages for their grandchildren. These individuals hardly ever use mobile devices, and often struggle with most forms of technology. To accommodate for the odd instance that someone in this demographic makes an attempt to purchase a care package, the site must remain relatively easy to navigate.

