



Ann

primary persona

computer usage

computer **Dell PC Laptop**
operating system **Windows XP Home**
expertise **Intermediate**
comfort **Comfortable**
time **40 hours/week**
programs **Email, Word, Powerpoint, IE**

paper usage

desktop **Messy**
filing time **Every Six Months**
piles **One Big Pile**
types **Printouts, Mail, Post-Its, Receipts**

document usage

types **Word Files, Email**
desktop **Folders, Few Loose Items**
filing time **As Created**
piling **Folders as Piles**

"I make an Important Papers Stack. The stack is a nightmare, but I know what's in it and where to find it."

demographics

age **34**
occupation **Journalist**
location **Pittsburgh**
marital status **Divorced**
children **Two**
income **\$42,000**
education **College Graduate**
hobbies **Yoga, Hiking, Reading**



Ralph

secondary **persona**

computer usage

computer **Mac G4 Powerbook**

operating system **OSX**

expertise **Expert**

comfort **Very Comfortable**

time **50 hours/week**

programs **Email, Illustrator, InDesign**

paper usage

desktop **Semi-Messy**

filing time **Every Three Months**

piles **Piles for Different Projects**

types **Printouts, Memos**

document usage

types **Image Files, Word Files, Email**

desktop **Many Loose Items**

filing time **Every Few Weeks**

piling **Desktop as One Big Pile**

“The desktop becomes an important papers file while I’m working on something, then afterwards I clean it up.”

demographics

age **42**

occupation **Creative Director**

location **San Francisco**

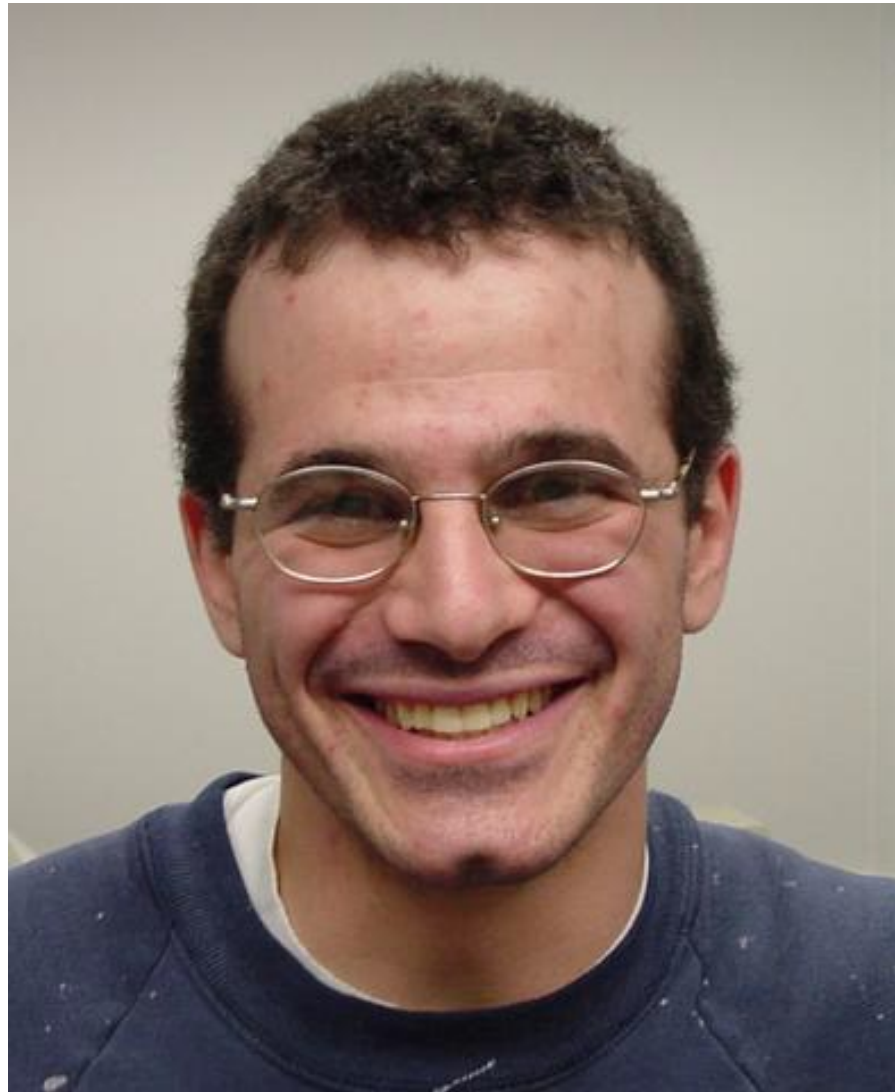
marital status **Married**

children **Two**

income **\$110,000**

education **College Graduate**

hobbies **Surfing, Rare Record Collector**



demographics

age **26**
occupation **Graduate Student**
location **Cambridge, MA**
marital status **Single**
children **None**
income **\$26,000**
education **College Graduate**
hobbies **Gaming, Skiing, Pinball**

Andy

tertiary **persona**

computer usage

computer **Mac G5 Tower**
operating system **OSX**
expertise **Super User**
comfort **Very Comfortable**
time **80 hours/week**
programs **Email, IM, iTunes, Word**

paper usage

desktop **Neat**
filing time **Daily**
piles **Piles for Different Projects**
types **Printouts, Articles**

document usage

types **Image Files, Word Files, Email, IM**
desktop **Messy**
filing time **Every Few Weeks**
piling **Each Desktop is Its Own Pile**

"I have multiple desktops. Each one is its own pile."