

Tom Scott

24 years · Digital Artist

Creative

Hard working

Productive

Digital culture

Estimation of the user's abilities to use digital tools

IT & Internet



Software



Mobile Apps



Social Networks



Goals

List of others user goals

- To learn about the paths in web development.
- Find the technologies suitable for beginners and creating simple websites.
- Incorporate his works in the site

Pain points & objections

List of points of frustration that the user has encountered

- Overwhelmed from the amount of information
- Does not know what is suitable for him

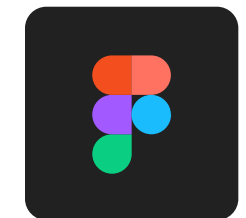
Expectations & needs

List of things that may be required to use the product or service

- To have precise description and differences of each product.
- Not go overboard with choosing the technology.

Applications friendly

List of apps he knows and likes





Alysha Ngo

19 years · Student

Bookworm

Introvert

Curious

Digital culture

Estimation of the user's abilities to use digital tools

IT & Internet



Software



Mobile Apps



Social Networks



Goals

List of others user goals

- Learn to develop web applications
- Find what's popular in the industry
- Wants to be in an active community of developers

Pain points & objections

List of points of frustration that the user has encountered

- Isn't familiar with coding aspects
- Concerned that it may be difficult to learn

Expectations & needs

List of things that may be required to use the product or service

- Learn the basics of web development
- Find the framework with good community and updated documentation.

Applications friendly

List of apps he knows and likes

