

Chirp !



BID A2: Team Susan

Feb. 22, 2010

Satyajit Das, Oren Kravetz, Anna Ostberg, Allison White



Personas

Feb. 22, 2010

Satyajit Das, Oren Kravetz, Anna Ostberg, Allison White

Meet Susan Chang

- 78 years old
- Lives in San Jose, CA
- A widow, mother of 2, and grandmother
- A retired anthropology professor
- Has high blood pressure



What does Susan do for fun?

- Volunteer activities with her church
- Reading
- Keeping in touch with her old colleagues
- Spending time with her grandchildren
- Weekly nature walks allow her to pursue her interest in bird watching

Does Susan use technology?

- She has an iPhone, given to her by her son who had to move away
- She has some experience with computers from her days as a professor
- Her children and grandchildren have taught her how to take pictures and access email on her phone

Meet Frank Henderson

- 84 years old
- Lives in San Jose, CA with his son's family
- Wife recently passed away, prompting his move from New York
- A retired real estate agent
- Has an old knee injury from his time as a soldier that has been flaring up more often in his old age



What does Frank do for fun?

- Watching baseball
- Teaching his grandson how to play, and why his favorite team should be the Yankees
- Had weekly poker games with friends in New York, but has not found a group in his new neighborhood yet
- Has been teaching himself to cook, and is always looking for new recipes to try
- Joined the nature walking group to meet new people and make friends

Does Frank use technology?

- He likes getting the newest gadgets even though he seldom actually uses them
- He uses his son's computer, but mostly for solitaire and online poker games
- His son bought him an iPhone, which he likes because it has larger buttons than the phone he used to have

A grayscale photograph of a forest stream. The stream flows from the upper left towards the lower right, surrounded by dense trees and foliage. The water is slightly rippled. The title 'Problem Scenario' is overlaid in a dark blue serif font on the right side of the image.

Problem Scenario

Feb. 22, 2010

Satyajit Das, Oren Kravetz, Anna Ostberg, Allison White



Susan, Frank and the nature group set out for a hike



Frank's knee injury makes it hard for him to keep up with the group



Susan and the rest of the group head home early because they're tired

A grayscale photograph of a forest stream. The stream flows from the upper left towards the lower right, surrounded by dense trees and foliage. The water is slightly rippled. The word "Solution" is overlaid in a blue, sans-serif font on the right side of the image.

Solution

Feb. 22, 2010

Satyajit Das, Oren Kravetz, Anna Ostberg, Allison White



With Chirp, the group is inspired to keep going until they reach the top

Questions?

