

Silvia Furia

Web 160: Writing for the Web

Assignment 2: User Profile

User 1: Corinne Sheppard

Corinne Sheppard lives in an affluent Seattle neighborhood close to the University Village (where Metropolitan Pilates is located). She's in her 40s and a stay-at-home mom of three children. Her husband, Carl, owns his own business and their annual income is well over \$200,000 per year. Corinne is very fit for her age and plays tennis at the Seattle Tennis Club three times a week. She volunteers at her children's school and is on the board of a non-profit organization. She has a masters degree from the University of Washington and intends to go back to work once her children are in high school.

At home, Corinne and Carl have cable modem service from Comcast. They have two desktop PCs and an Apple laptop. Corinne is proficient with Microsoft Office and uses IE and Safari on a daily basis. She shops at amazon.com and has even tried their Amazon Fresh service. They upgrade their computers every two years and update their software on a regular basis.

User 2: Maria Smith

Maria is a very successful real estate agent in the Seattle area. She is 63 years old, single, and lives in the affluent Madison Park neighborhood. She's one of the top sellers for Windermere Real Estate and has no children to spend her money on! She lives in a beautiful house, professionally decorated. She shops at Mario's and Barney's and drives a 2010 Mercedes Benz. She graduated from Stanford a long time ago.

Maria has tried many different types of exercise in the past, but has not found one that she really likes. She used to be an avid tennis player, but due to a shoulder injury and a torn ACL she has stopped playing tennis. She looks great for her age and wants to continue to exercise at least three times a week.

Maria uses a desktop PC at work and at home. She also has a Dell laptop. She's a pretty savvy internet user and has her own page with her real estate listings. Her clients come from Microsoft, Amazon, and other high tech companies in Seattle. She keeps up with her computer knowledge so that she can relate to them. She's proficient with Microsoft Office and Windows. She uses IE and Bing for internet searches.