Pesty: User Scenario

Version 1.1

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Team Red Fox: MIS 4596-001, Spring 2015

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| Persona Information | |  |
| **Name:** | Amy Chen |
| **Age:** | 40 |
| **Gender:** | F |
| **Occupation:** | Stay-at-home mom |
| **Marital status:** | Married |
| **Children?** | 2 children |
| **City/state of residence:** | Alpharetta, GA |
| **Owns/rents:** | Owns |
| **Number of years at current residence:** | 5 |
| **Do-it-yourself skills:** | High |
| **"Ick-factor" scale (1 to 10):** | 4 |

# Use Scenario

Amy is a 40 year-old resident of Alpharetta, Georgia. She and her husband married 7 years ago. They live in a 4-bedroom, 2.5 bathroom single-story home with their two children, ages 5 and 3. They bought their current home six months after their oldest child was born. A former HR executive, Amy decided to quit her job in order to spend more time with her children. The family lives on a property with a large front and back yard. There is a small wooded area behind the property. They frequently see deer, rabbits, and other woodland animals near their property.

Amy is concerned about protecting her children’s health. One afternoon while her sons are at kindergarten and day care, Amy notices a small nest with several brown spiders in her son’s bedroom closet. Amy has a healthy “do-it-yourself” spirit, and is pretty handy with moderate household repairs. She also enjoys technology, and frequently uses web and mobile apps for information and entertainment. She decides to search for information about safe, effective solutions for getting rid of the spiders that have invaded her family’s home.

Amy downloads Pesty from her favorite app store. She types her zip code into the app when prompted, which will allow her to view information about common pests in her area or help her find local exterminators if she wishes later. She then has the option to choose what type of pest she believes she has from a graphical menu. Since she knows she has spiders, she chooses “Insects” from the graphical menu. The application displays a photo menu with the most common pests in Amy’s geographical area. Amy notices that the Brown Recluse spider shown in the menu looks a lot like the creatures she spotted in her son’s bedroom. She selects the photo of the Brown Recluse to learn how she might treat the infestation.

After selecting the photo, a flashing red button appears at the base of Amy’s screen, alerting her that the Brown Recluse is a poisonous creature that might pose a danger to DIY-ers. Amy decides to select one from among the exterminators in her area to deal with the infestation. She contacts her first choice, Susan’s Exterminating Company, however she learns that Susan’s is booked and unable to be at Amy’s home in a timely manner. She opts to have the application connect her with an exterminator who is available immediately to do the job. They conclude a contract, and the exterminator is on his way to Amy’s house within hours.

Problem solved! Amy’s family is safe, thanks to Pesty.