

## **Michael Student**

### **WRTG 393**

#### **Assignment #1 – Three Personas**

##### **Persona #1 - Rebecca**

Rebecca is currently serving in the United States Navy. She recently moved to California, Maryland, near where she will be working in the training center at NAS Patuxent River Navy Base in Lexington Park, Maryland.

She moved into an apartment, and she loves her new place, especially because of the abundant natural light. That light comes with a certain lack of privacy, primarily due to the slotted railings on the patio. She would like to purchase lattices for the patio railings so that people passing by will not be able to see in as easily.

She heard from co-workers that she is eligible for a military discount at Lowe's. Lowe's has a store in Waldorf, Maryland, about 40 minutes away.

In order to get the military discount at Lowe's, she has to enable the discount on her Lowes.com account. Rebecca works in IT and is proficient with computers and the Internet. She simply needs to

##### **Persona #2 – Joe**

Joe is a US Air Force veteran. He just bought a house in Waldorf, Maryland and he is excited to finally be a homeowner. His home was built in 1935 and is charming but needs several items fixed within. He, his wife, his son, and his daughter moved from a small town in Kentucky, where there were only small, locally-owned hardware stores.

Upon his first visit to the Lowe's hardware in Waldorf, he was wearing a USAF baseball cap, and one of the employees told him that he would qualify for a discount. However, the employee told him that he first must go home and register for an online account. Anticipating multiple trips to the Lowe's store in Waldorf and the purchase of several high-priced tools, Joe decided that it made the most sense to create that account and get the discount.

Joe is not very skilled with computers, not even knowing where to start in trying to set up the military discount. Furthermore, he misplaced his military ID in the move. He is worried that he will not be able to register without his ID.

### Persona #3 – Carla

Carla is a real estate agent in Mechanicsville, Maryland. Her husband is currently serving in the United States Navy and is out on deployment in the Persian Gulf.

She is setting up an open house for one of her clients and wants to purchase some flowers, light bulbs, cleaning supplies, and air fresheners for the event. The open house is in 10 days.

Carla's sister lives near Waldorf, about 20 minutes north. With her husband away, she has been spending more time there in the past several months. Carla knows that Lowe's has a store in Waldorf. Moreover, Lowe's offers a military discount. Carla has, therefore, decided that the Lowe's store in Waldorf will be her central hub for purchasing her items for any upcoming open houses. Establishing a Lowes.com account and setting it up for the military discount will be ideal for Carla's situation.

Last Saturday, she went into the Lowe's store in Waldorf to ask the manager about the discount. The manager advised her to go to the Lowe's website and create her own Lowes.com account. The manager noted that Carla could, in the process, set up the military discount.

When she got home, Carla accessed the Lowe's website on her computer. However, when trying to create the account, she could not get past the verification stage of her military status.

Now she is not sure if she qualifies for the military discount as a military spouse.

The open house is 10 days away. She would like to complete this process efficiently so that she can proceed with her purchases and get the house ready.