

# Srivastava Household



## Household Residents

- Gavin, primary breadwinner and ThinMan buyer
- Indira, Gavin's wife
- Sadaf, their daughter
- Srivats, their son
- Gavin's retired mother

## Extended Household

- Gavin's brother who is in the military and rarely home
- Indira's brother and parents who visit the apartment often

## Household Skill Levels, Interests & Attitudes

Srivastava household skills range from intermediate to zero computer experience. Gavin's father shows little interest in the computer, but the others have interest ranging from "strong" to "tentative." Household interests trend toward education, communication and entertainment usage. Gavin & Indira are also concerned that their children, especially their son, could get "in trouble" on the Internet.

## Household Footprint

The Srivastava family lives in a small three-room flat. The computer will be located in the main room of the household.



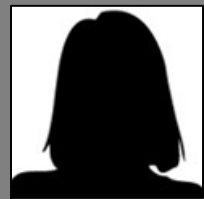
**Gavin | ThinMan Purchaser**  
 Primary breadwinner  
 Commissioned insurance salesman  
 Intermediate computer user  
 Primary Goals: Work from home and increase income.

Gavin's job requires him to meet sales goals. He wants to be available to clients 24/7 in order to generate income and a stronger client list. Gavin uses a computer at work and is comfortable with hardware and software basics. Gavin can provide only a limited amount of instruction to members of the household. He is away from home most of the day and hopes to use the computer himself during the evening. Gavin also loves sports and would like to read online sporting news and follow cricket scores from around the world.



**Indira**  
 Gavin's wife  
 Worked as a clerk but now stays home with the children  
 Novice computer user  
 Primary Goals: Develop computer skills and run part-time business from home during the day.

Indira has been to iCafes a few times with Gavin and has seen computers in use. She has never used one herself but has friends who do data entry from home during the day. Indira would like to help support her family's finances by working a few hours a day from home. She is hoping that with a few months' help from her children, she could start to make extra income.



**Salini**  
 Gavin's retired mother  
 Novice computer user  
 Primary Goals: Communicate with family and friends who live out of the area.

Gavin's mother, Salini, wants to use the computer to communicate with her eldest son, who is away from home in the military. She also wants to stay in touch with family and friends who have moved to America. Salini has almost no exposure to computers and is unfamiliar with the tools she would use. She is very interested but is afraid she may "break" the computer. Salini is hopeful that her grandchildren and daughter-in-law will help her



**Sadaf**  
 Daughter  
 11 years old  
 Beginner computer user  
 Primary Goals: Schoolwork, chatting and playing games with friends online, downloading and listening to music

Sadaf has only limited experience using computers at school; very few machines are available. Her mother, Indira, wants her to have a computer for homework and research. Sadaf has less hands-on experience with the computer than Indira, but has a higher confidence level and is excited about getting a computer. Sadaf says she will do schoolwork on the computer, but also is interested in listening to popular music, playing games and chatting with friends online.



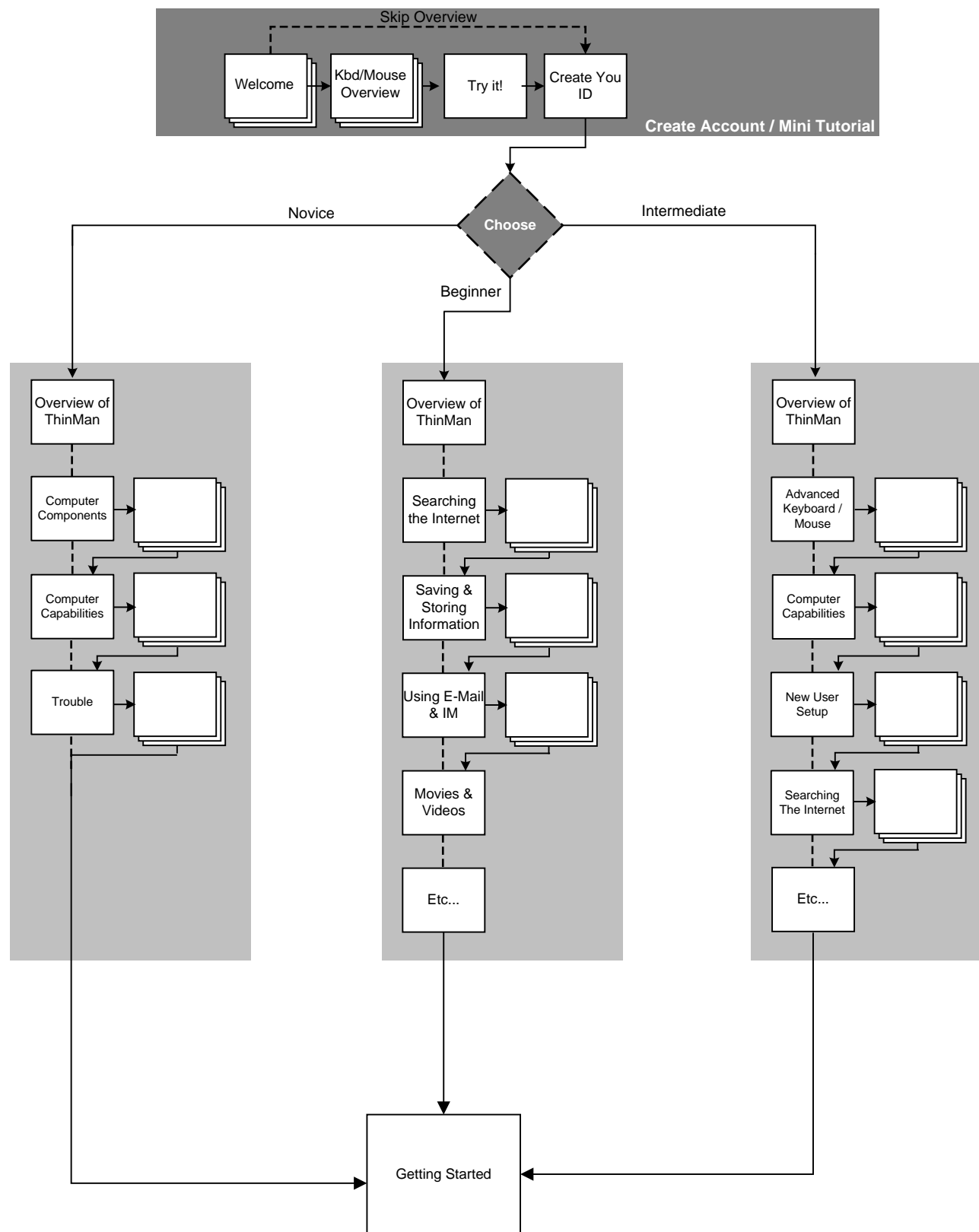
**Srivats**  
 Son  
 14 years old  
 Beginner computer user  
 Primary Goals: Schoolwork, play games online, follow Bollywood news, find & watch film trailers.

Srivats has used computers many times at iCafes and at a friend's house. He wants to use the computer for playing games and watching film trailers. Srivats is a movie-lover; he likes to read about his favorite stars and get the scoop on upcoming Bollywood films. Srivats is a free-spirit and may use the computer in ways his parents do not. His family is somewhat concerned because they have heard that boys can "get in trouble" on the Internet.



**Indira's Family**  
 Extended family who live nearby  
 Casual computer users

Indira's parents and brother live nearby, and also are likely to use the computer. Indira and Srivats are happy to share with them but are concerned about the metered cost of accessing the Internet; they want to avoid any surprise usage charges. They are not comfortable charging family and friends to use their computer, so they need to be extra cautious in tracking usage.



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**Indira**

**Female**  
**Housewife**  
**Beginner**  
 Interested in her daughter's education and in doing part time work from home

## Profile

Gavin's Wife – Sadaf & Srivats' Mother

Indira has no hands-on computer experience. She has visited iCafes on a few occasions with her husband, Gavin, and watched him use a computer. Indira is very interested in the computer but is afraid she might "break" it.

Indira would like to learn to use the computer from her children and Gavin. The reality, however, is that she will be using it during the day while everyone is out of the house.

Indira wants learn data entry and do part-time work from home. Her secondary interests include communicating with friends and family who have moved away. She does not know what tools she would use for communicating.

### Indira's primary goals:

- Become comfortable with the computer
- Learn to do data entry work
- Find part-time work online
- Discover how to work remotely
- Create invoices for her work
- Communicate with friends and family via the Internet

# Supporting Indira's Goals

In order to help Indira meet her goals, ThinMan must offer enough training and online support to give her confidence in using the computer, navigating the Internet and working successfully from home.

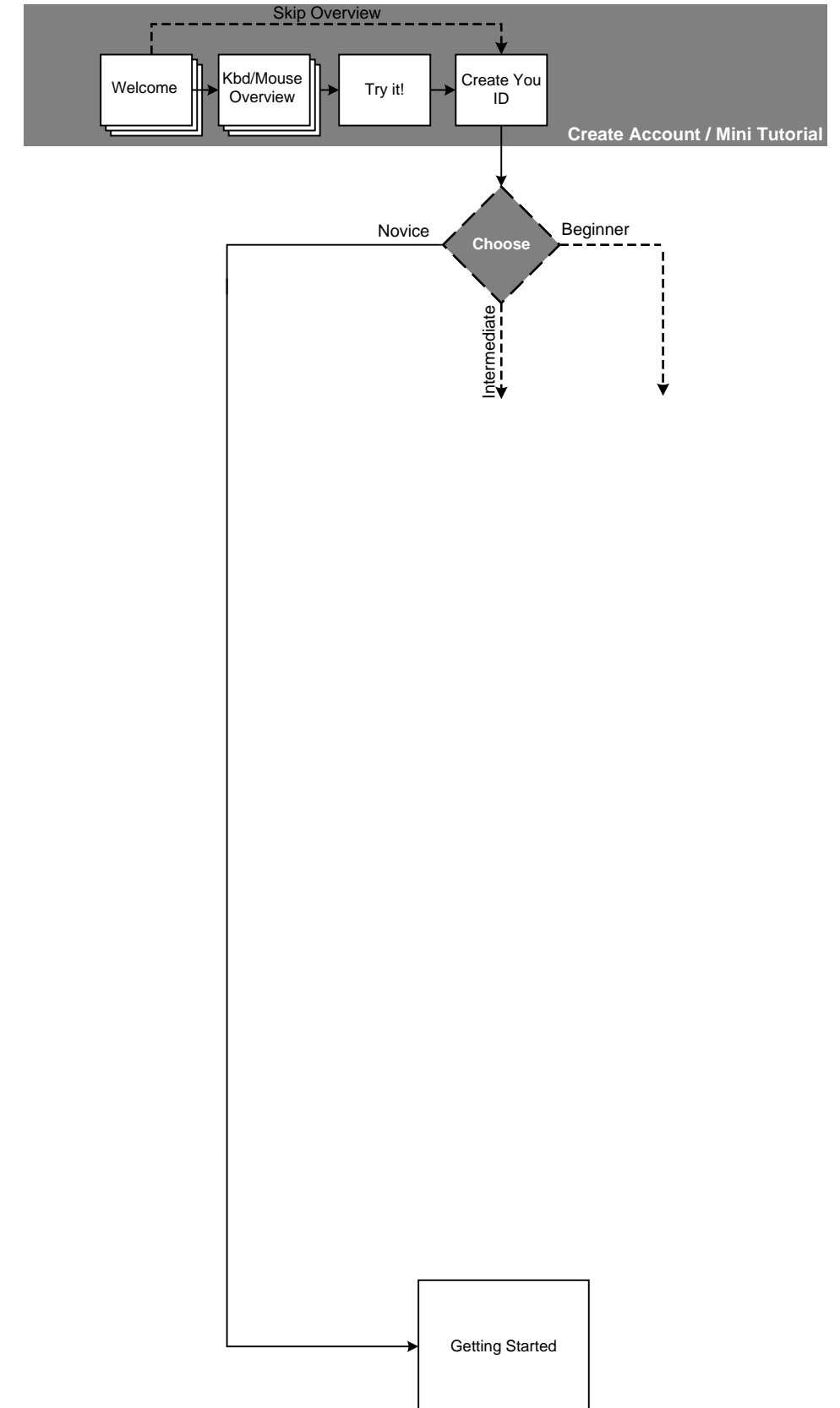
To accomplish these goals, ThinMan offers Indira a Getting Started page that encourages learning by exploration while providing supporting tips and tricks. The Getting Started page will guide her to the programs she needs to achieve her goals.

In addition to the ThinMan Getting Started page, Indira expects to learn basic Internet skills from her husband and children, all of whom have more experience than she does.

Once Indira develops enough comfort with the computer, she can advance her Getting Started page to the "Intermediate" level or bypass it altogether.

### The Getting Started page will:

- Encourage her to explore the features of the software
- Demonstrate stability and build confidence she won't "break" the computer
- Expose her to desktop applications such as Word and Excel and help guide her to the correct application as needed
- Make connecting to the Internet, and communicate which applications require Internet connectivity
- Guide Indira to the Software Marketplace and Business Center as her skills grow and she's ready to learn new applications and work from home. or learning new applications
- Offer links to interesting Web sites including ones that may help her locate part-time, at-home work



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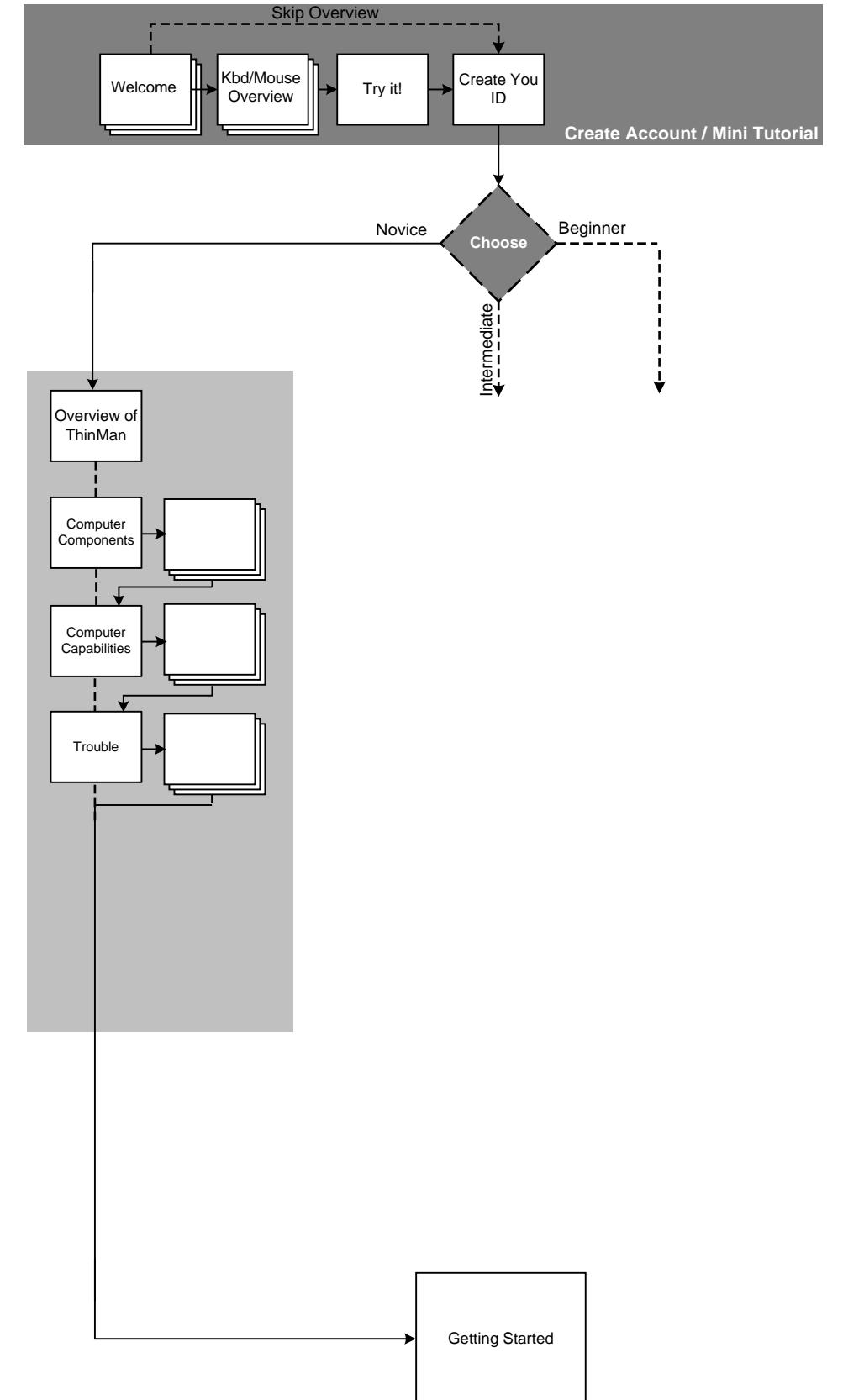
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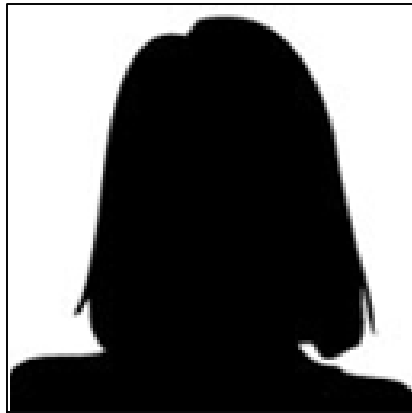
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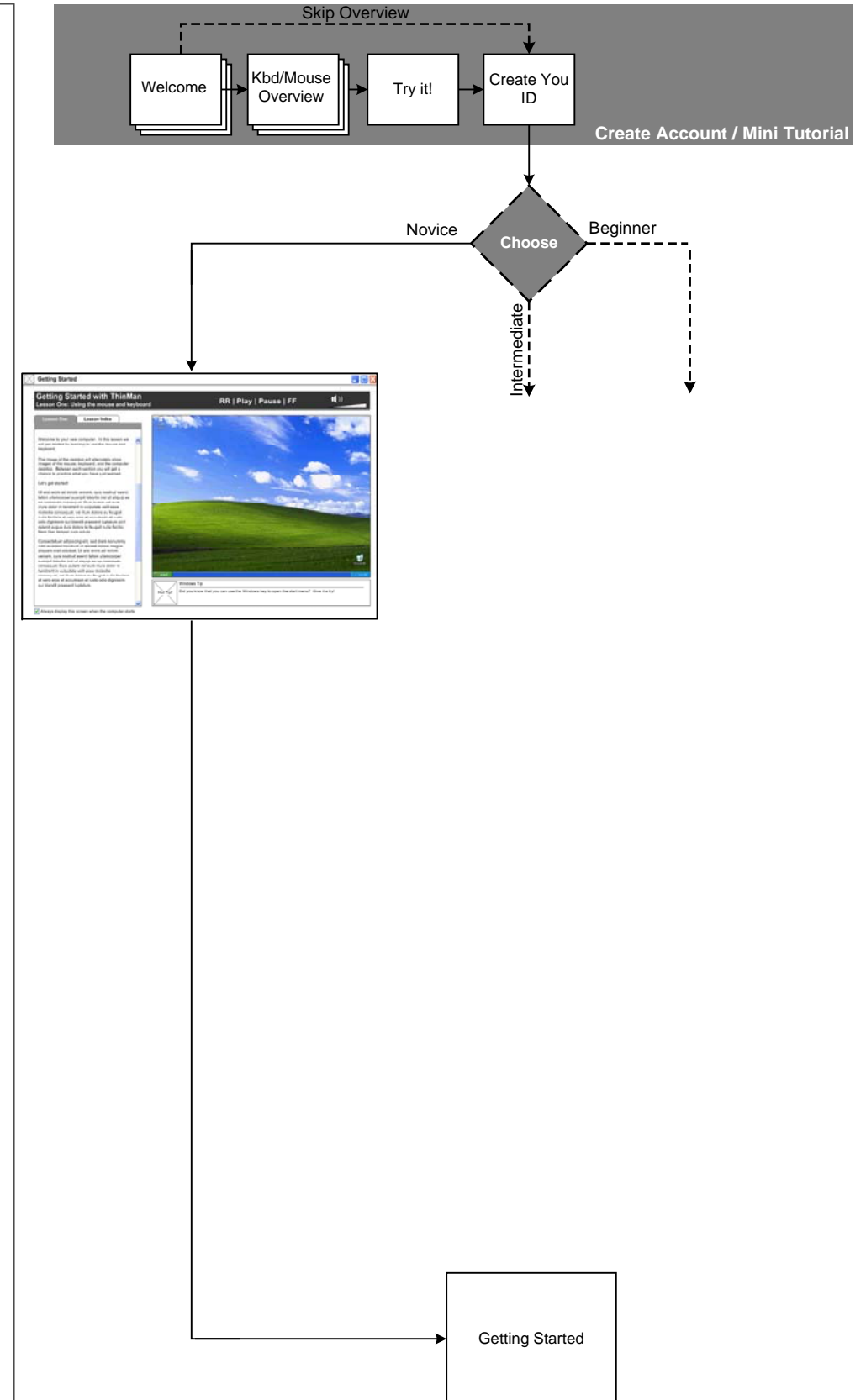
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# Srivastava Household



**Sadaf**

**Female Student**  
**Intermediate Computer User**  
**Interested in communication, entertainment, and schoolwork**

## Profile

**Gavin & Indira's Daughter**  
 11 year old student

Sadaf has only limited experience using computers at school; very few machines are available. Though Sadaf has only a basic understanding of how to use the computer, she has a higher confidence level than her mother and is excited about having a computer at home.

Sadaf knows how to start applications but does not understand how many of them may be used. She has seen friends use instant messaging programs and is interested in chatting online. Sadaf has never used e-mail but has been to a few Web sites.

Sadaf is a typical teenage girl who is interested in the "fun" aspects of having a computer. She wants to find and popular music and play games with her friends online, but has no experience with either. She thinks the Internet is "cool."

Sadaf's mother wants her to use the computer for schoolwork and research. The Srivastava household cannot afford a printer, so Sadaf will need to transfer her files to school or an iCafe to print out her work.

Sadaf's primary goals:

- Do research and prepare documents for school.
- Transfer schoolwork to a remote printer.
- Find entertainment online.
- Be in touch with friends on the computer.
- Find "cool" Web sites on the Internet.

# Supporting Sadaf's Goals

In order to help Sadaf meet her goals, ThinMan must offer enough training and online support to give her confidence with advanced features in Windows. She also needs help with file management and Internet access and usage.

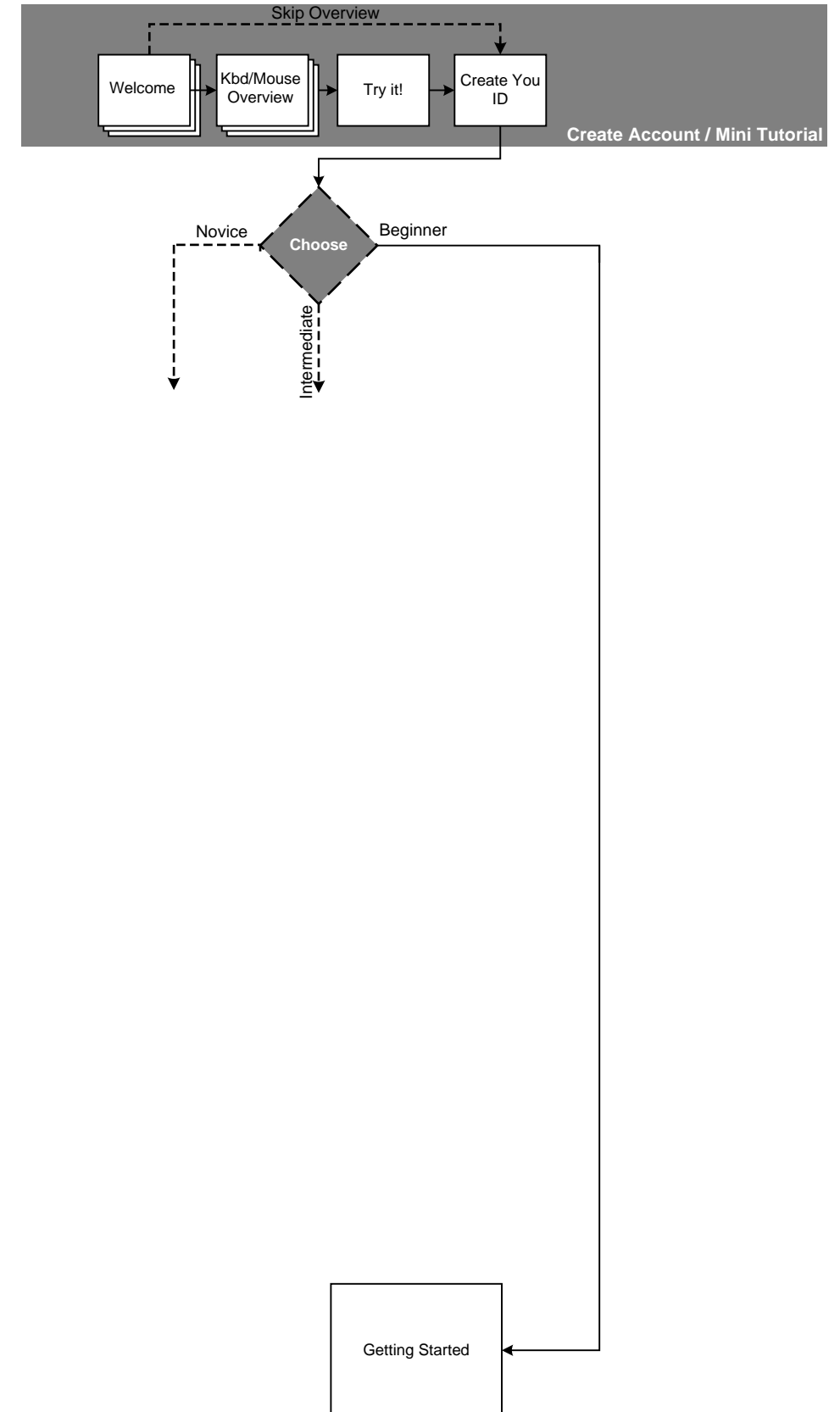
The Srivastava family lives in a small apartment and will treat the computer as a centerpiece of their living space. Theirs is a culture of learning by word-of-mouth; they will use the computer as a group.

To accomplish these goals, ThinMan offers Sadaf a Getting Started page that encourages learning by exploration while providing supporting tips and tricks. The Getting Started page will guide her to the programs she needs to achieve her goals.

In addition to the ThinMan Getting Started page, Sadaf expects to learn from her family, all of whom have different experiences than she does.

The Getting Started page will:

- Offer ongoing tips and help build Sadaf's confidence
- Encourage her to explore the features of the software
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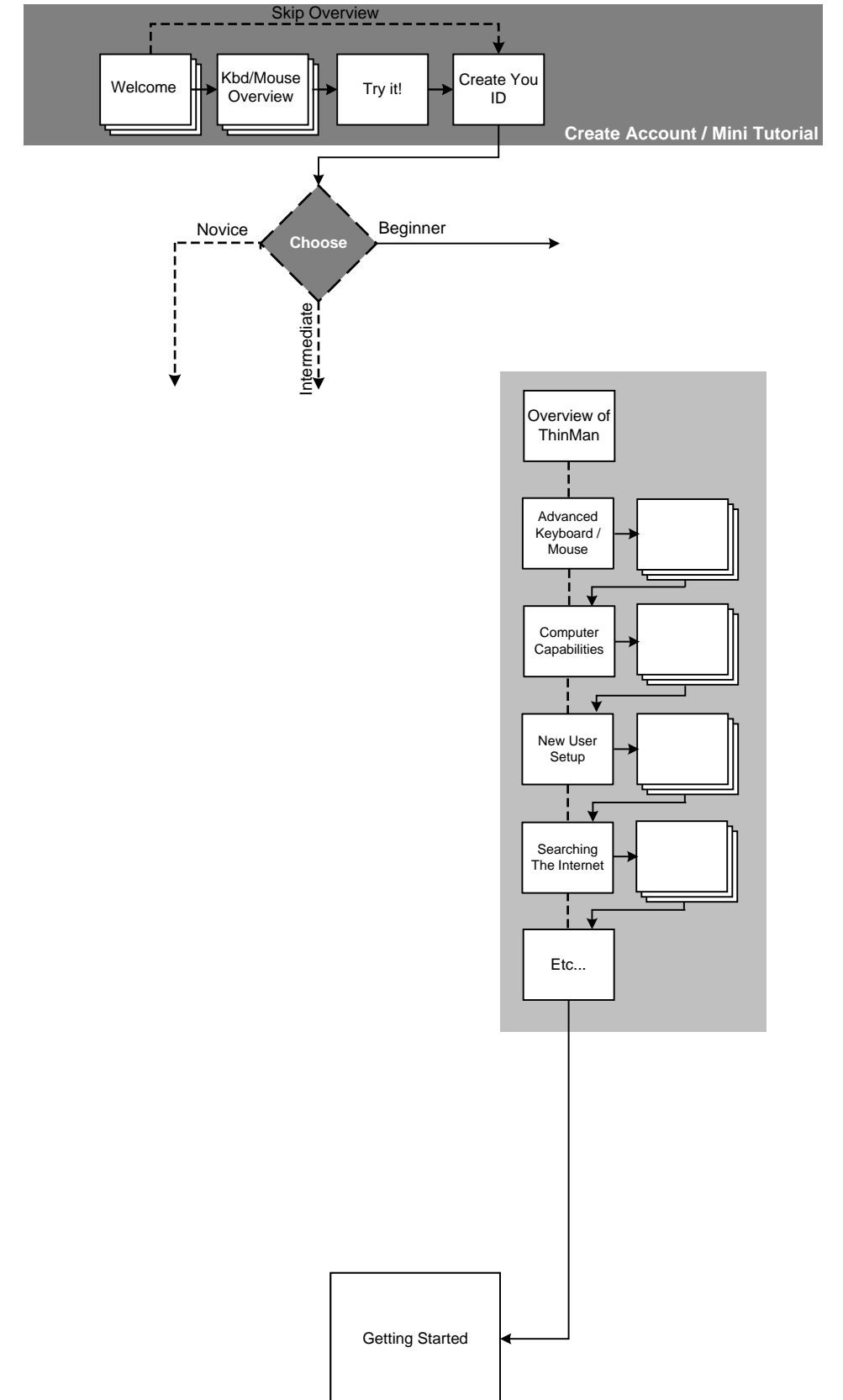
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Though Sadaf sees herself as an intermediate computer user, she will still need a tutorial to get her confidence and get her started with the computer. The tutorial will end in a "Getting Started" page that will continue to help her as she becomes more confident with the machine.

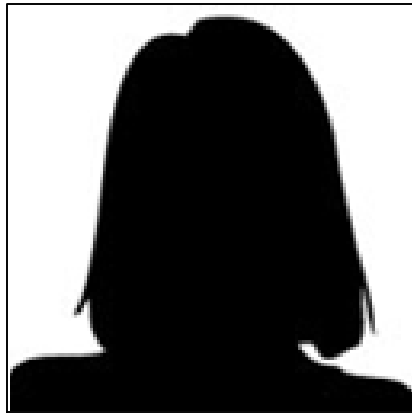
The Getting Started page has a tabbed interface that allows the user to "graduate" from novice to intermediate and eventually expert. The Getting Started page also can be turned off completely.

Specifically, the Getting Started page will:

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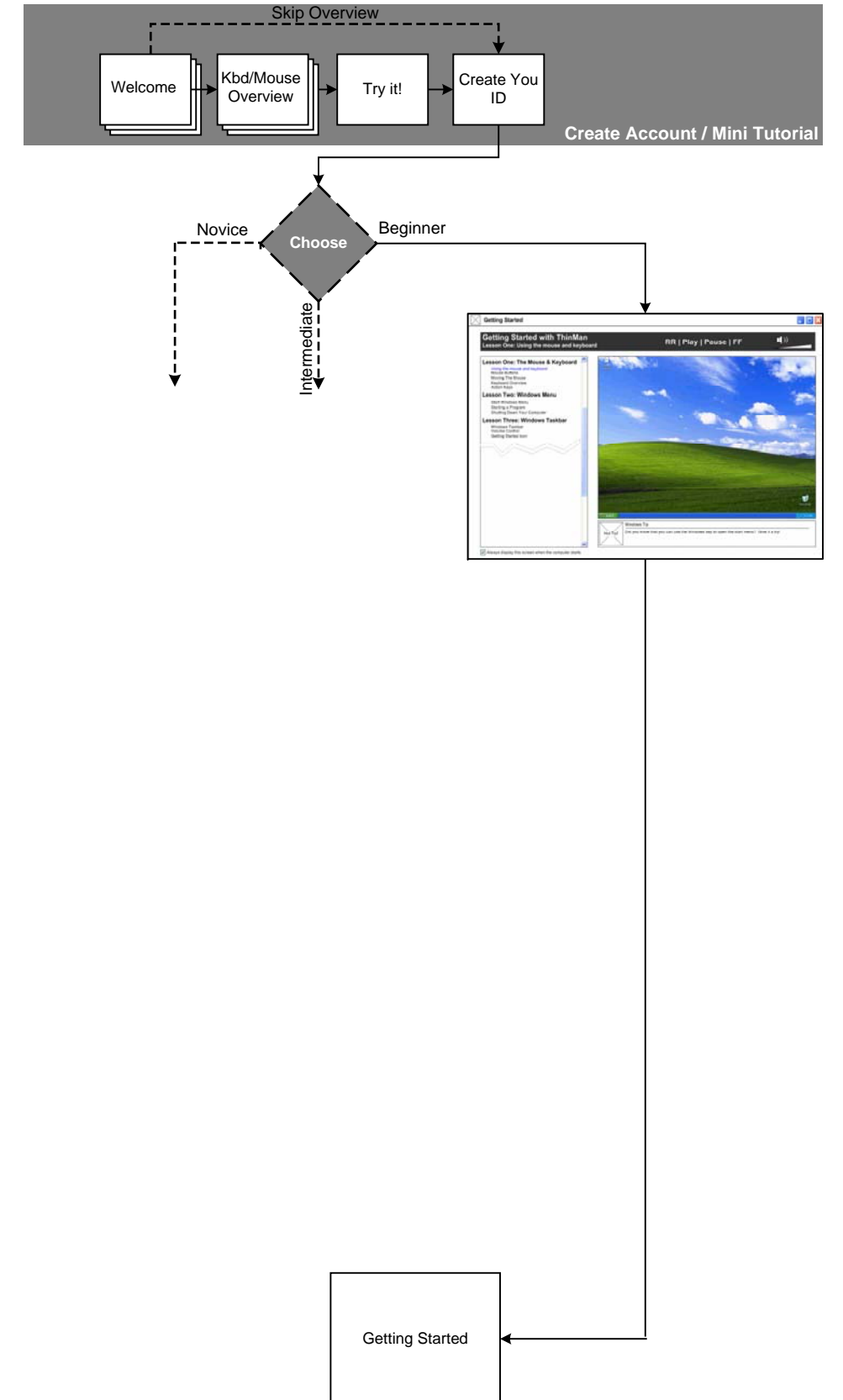
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# Srivastava Household



## Gavin

**Male**  
**Salesman**  
**Expert Computer User**  
**Interested in bringing work home, increase income, follow cricket news**

### Profile

**ThinMan Purchaser**  
 Primary Breadwinner

Gavin may be the most computer-savvy member of his family. He uses a computer at work and is familiar with hardware and software basics. Gavin's work as a salesman requires him to generate and evaluate spreadsheets and other documentation. He has Internet access on his work computer, but uses it only for business communication and research.

Gavin wants to have a computer at home so that he can remain in contact with clients 24/7. He hopes to use the Internet to follow up on sales leads, build a stronger client list and increase his income. Gavin also is a sports fan, and hopes to follow cricket news and scores from around the world.

Gavin has the skills to help his family learn more about computers and the Internet, but he is away from home during the day and needs access to the computer for his own use during the evenings.

Gavin is excited about providing his family with a computer, but hopes it will be an asset, not a distraction. He expects that demand for time on the computer will rise as family members become more familiar with it.

Gavin's primary goals are to:

- Maintain contact with business clients
- Research sales leads and build client list
- Generate income
- Have regular access to the computer during the evenings
- Provide family with useful, enjoyable tool

## Supporting Gavin's Goals

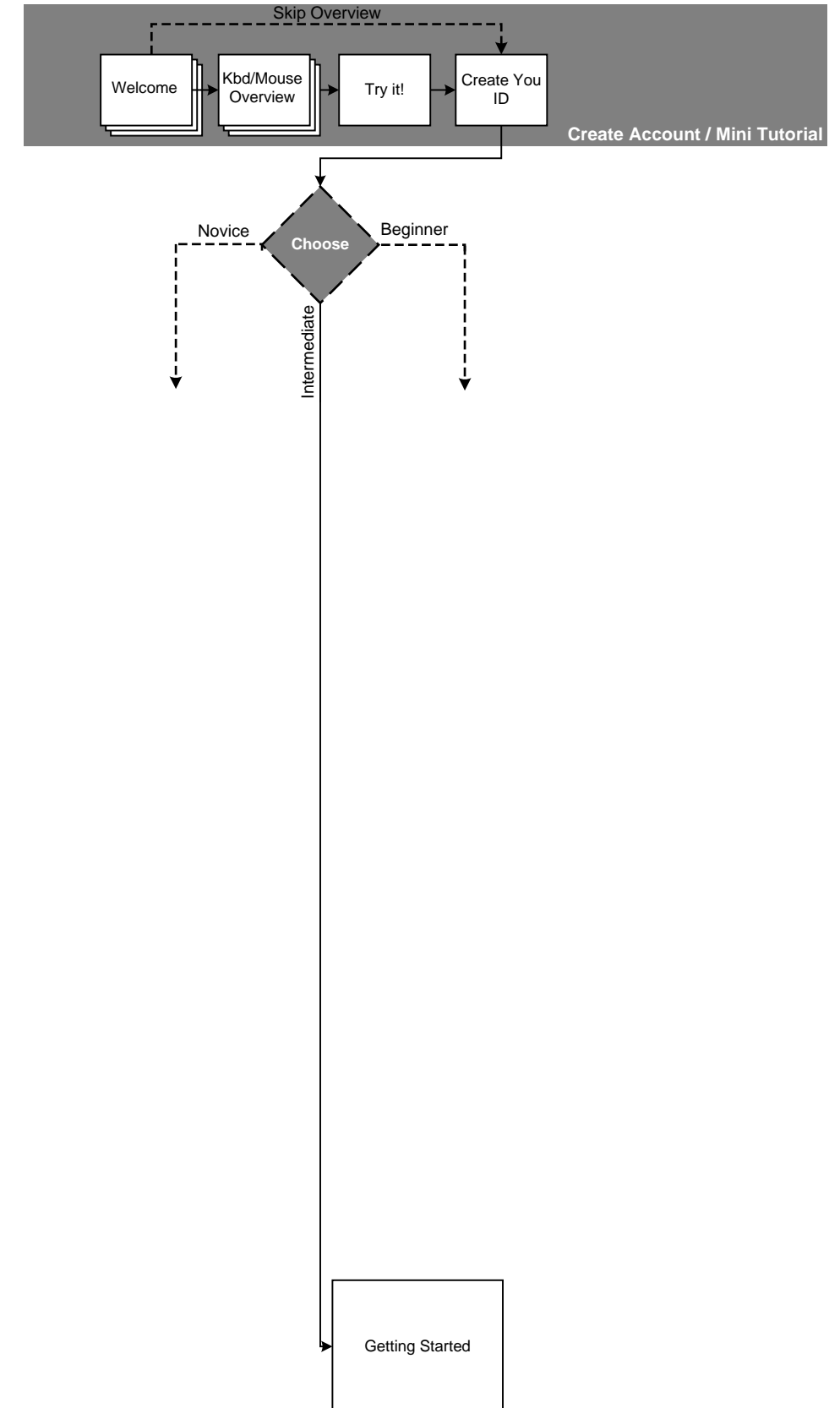
In order to help Gavin meet his goals, ThinMan must provide a robust user experience. He is familiar with computers and expects a stable, fast platform when using applications and the Internet.

ThinMan provides a Getting Started page that can be configured to fit his needs. Or, if he wishes, an intermediate- to expert-level user like Gavin can skip the Getting Started page altogether and move directly into Windows or access the Internet.

Gavin's confidence with the computer will inspire his family to pursue their own interests on the machine.

### The Getting Started page will:

- Adapt to suit his needs and expectations
- Be easily skipped over when appropriate
- Help him with research and communication when necessary
- Allow him to introduce other family members to useful applications



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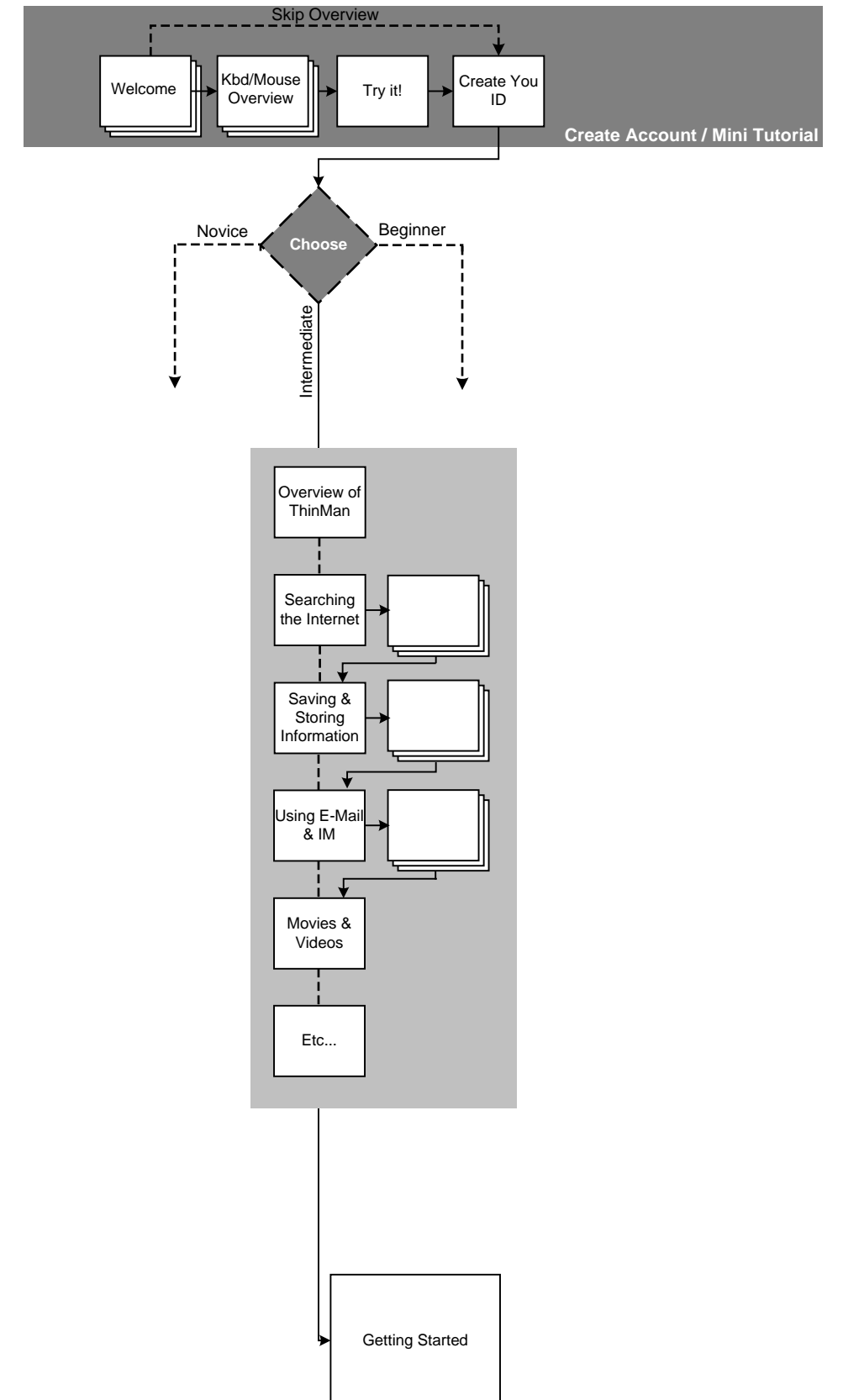
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