

# ARE YOU MEETING YOUR USERS' HIGH EXPECTATIONS?

Understanding how customers use your app is key to delivering great digital experiences. But who are these people? And in what type of environment will they use your app? Ensuring digital engagement means testing on their preferred devices, operating systems and under the same user conditions they experience with your app.

Here are five common user profiles. Are you including them in your development and testing?



**GEORGIA**

Corporate Road Warrior  
47 years old

#### MAIN TRAITS:

- Traveler who's always connecting to new networks, Wi-Fi and carrier
- Loyal Apple customer, relies on multiple devices
- Big user of social, banking and enterprise apps

#### TESTING REQUIREMENTS:

- Test for newest Apple smartphones, tablets and smartwatches
- Prepare for app conflicts, interruptions, alerts and changing networks

#### MAIN TRAITS:

- Uses older smartphones and is mostly on Wi-Fi
- Lots of web searching for homework, heavy user of music and fitness apps

#### TESTING REQUIREMENTS:

- Older phones and OS versions
- Test for mobile browsers as well as native apps



**ROSS**

College Student  
20 years old

#### MAIN TRAITS:

- Commutes via public transportation, and often works in different city locations
- On carrier networks more than Wi-Fi
- Uses old Android smartphones, not a heavy app user

#### TESTING REQUIREMENTS:

- Test for consistent 2G, 3G, 4G usage
- Ensure app works well on legacy devices and OSes



**PETER**

Working-Class Hero  
57 years old

#### MAIN TRAITS:

- Uses newest devices, partial to phablets and tablets
- Regularly plays graphics-intensive games
- Constantly charging device, relies more on Wi-Fi

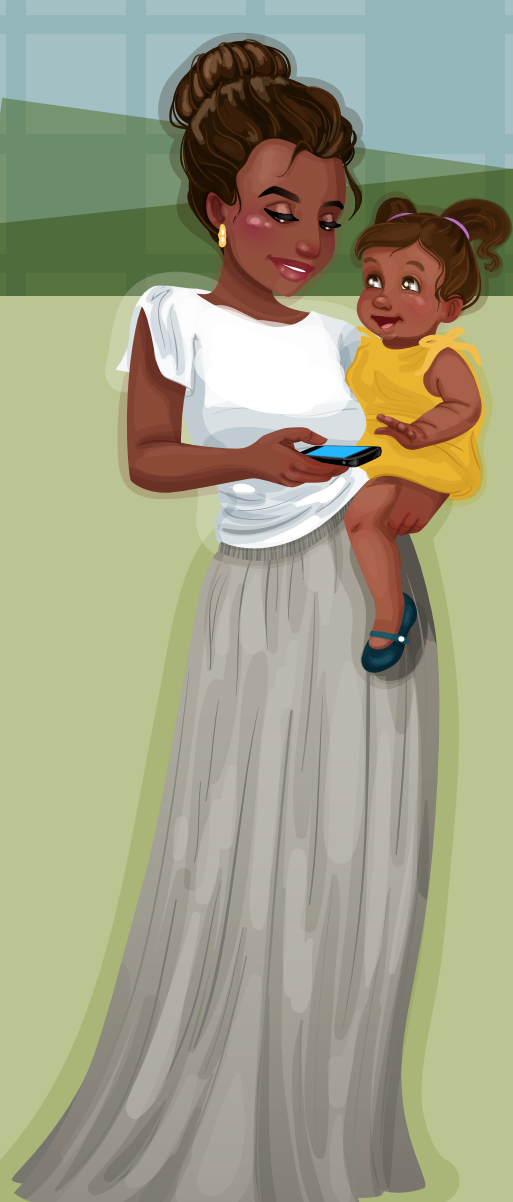
#### TESTING REQUIREMENTS:

- Target the newest devices and test various screen sizes
- Test for device rotation and device under duress – CPU and memory



**SAM**

Gamer and Multimedia User  
30 years old



**SARA**

Stay-at-Home Mom  
38 years old

#### MAIN TRAITS:

- Prefers iPhones over Android
- Frequent texter, online shopper and social media user
- Uses a variety of apps daily – on Wi-Fi and cellular equally

#### TESTING REQUIREMENTS:

- Test for interruptions (calls, alerts, push notifications)
- Cover testing for iPhone 5 or 6 – not newest but not legacy



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