



Ellie Hutch, 23  
Cambridge, MA

*“You have to look through the rain to see the rainbow.”*

*“The important thing is to never stop questioning..”*

Interests include, hiking, bouldering, space travel/  
NASA, puzzles, reading, science, math and  
engineering. Ellie is a graduate student at MIT  
studying chemical engineering. She loves to learn new  
things, but also knows how to have a good time.

### Technology Behaviors/Related Habits

Ellie relies pretty heavily on her phone. She uses it to set reminders, track her eating habits, and even uses a hiking app that suggests new trails for her to hike. Ellie always has her phone available.

### Goals/Needs

- ability to share findings
- aesthetically pleasing ui
- links to other sources/  
research findings
- fast and easy to use
- less storage space
- condensed information for  
fast skimming

### SCENARIO 01

Ellie is a frequent hiker and enjoys learning new things. On one of Ellie's most recent hikes, she spotted some slimy mushroom caps. She quickly shot a picture and continued her hike. Later that day she was curious to find out exactly what kind of mushroom she had seen. She downloaded the WORKING TITLE app and uploaded her photo. Within seconds she had everything she needed to know. Ellie now knew what kind of mushroom she saw, where it grew, what time of year it grew, and much much more. Now that she had downloaded the app, she no longer had to wait to get home to do her research. She was excited to find that images could be taken and uploaded directly to the app instantaneously. Ellie was thrilled to go on another hike and identify more mushrooms!

### SCENARIO 02

Ellie is a graduate student studying chemical engineering. One of her assignments for a biology class is to research and study a specific organic substance found in the local environment. Ellie's newly downloaded app has inspired her to incorporate mushrooms into her project. Lucky for Ellie, the app has a whole section filled with recent research and studies that reveal even more information about specific fungi in her area. Ellie uses several of the resources from the app to narrow down her research to one specific topic.



James O'Neal, 40

Portland, ME

*"Life is a journey, not a destination."*

*"If it ain't broke, don't fix it."*

Interested in cars, woodworking, nature walks, and fishing. James enjoys spending time with his buddies at the local taverns. He spends his weekdays at the mechanic shop, repairing parts, changing oil, and rotating tires. He works hard and knows how to hang.

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### Technology Behaviors/Related Habits

James uses his phone for the essentials. He primarily calls and texts people when he absolutely needs to. He's the type of person that *might* pick up on the second call. He doesn't prioritize his phone usage.

### Goals/Needs

- wants something fast
- easy to use/self explanatory
- takes accessibility into acc
- to the point
- customizable
- limited notifications

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### SCENARIO 01

James, his wife, and their dog are on a nearby nature walk. They come across a cluster of mushrooms they had never seen before. Both of them chat and wonder what kinds of mushrooms they could possibly be. As they discuss and observe, their dog begins spitting up the remains of one of the mushrooms they were examining. In a bout of hurry, James whips out his phone and searches for a way to identify the mushrooms quickly. Huzzah! He finds an app that will let him take a picture of the mushrooms and gives him information on the mushroom in question. Luckily for James and his wife, the mushrooms their dog chewed on were of the few mushrooms that are not poisonous.

### SCENARIO 01

James's wife has the greenest thumb you ever did see. This year, he noticed a strange smell coming from her garden. Upon closer examination, he found a peculiar white glob near one of the tomato trees. He decided to use his newly downloaded mushroom identifier to get to the bottom of this fungus issue. After gathering more information on the type of fungus, James was able to conduct more research and find ways to save his wife's garden.



Bryce Woods, 31

Kalama, WA

*“No man e’er was glorious, who was not laborious.”*

*“God sells us all things at the price of labor.”*

Interested in and dedicated to his work as a lumberman. Bryce graduated with a high school degree and dreamed of going to college. Unfortunately his family’s financial situation tied him to his hometown where he works w/lumber full time.

### Technology Behaviors/Related Habits

Bryce has an older smartphone. He doesn’t stay up to date with the latest tech, but he doesn’t really need to. He uses his phone daily, but isn’t glued to it. He does have referencing apps on his phone, like wikipedia.

### Goals/Needs

- ability to upload existing images to identify
- information about regional fungus in his area
- clear and easy to navigate
- something that doesn’t take up a ton of storage space
- doesn’t want a “cute” app

### SCENARIO 01

Bryce comes to work early one morning and notices a strange fungus growing on the trees they’re preparing to cut down. This particular fungus turns the trees blue and Bryce worries that the lumber may be at stake. After his google search provides too many options, he opts into downloading a mushroom identification app. He has his answer right after snapping the shot of his mushrooms. Cholorciboria is the colorful culprit. According to the app, the blue tint does not rot the wood. He learns that many people actually seek out the blue stained wood for arts and crafts.

### SCENARIO 01

Bryce comes home from a long day at work. He’s excited to sit on the couch and watch tv for the rest of the afternoon. He gets a knock at his door andn his neighbor informs him that there are wild morels in his back yard. The neighbor asks Bryce if it was ok for them to pick the morels. Bryce agrees, not really knowing what they are. Bryce pulls out his phone, searches “Morels” in his new app. He find out that Washington state is a hotspot for morels. They’re highly sought out. The app also informs him that it will not correctly identify edible fungus through an image, but it can provide a trustworthy description of an edible morel.