

# Singlebound Creative: Users, Goals, Tasks and Personas

Client: Synaptics

Project: Corporate Site

Date: 1-24-08

<i>User</i>	<i>Goals and Needs</i>
<b>OEM Product Manager</b>	<ul style="list-style-type: none"> <li>Forms critical alliances with vendors, suppliers, partners and key executive folk within the industry.</li> <li>Operates the overall production, schedule and delivery of products/technology.</li> <li>Pushes for releases of products and timely PR campaigns.</li> </ul>
<b>OEM Engineer</b>	<ul style="list-style-type: none"> <li>Advocates the latest information about their innovations.</li> <li>Owns and fosters one or several products and features in their division. Maintains documentation, data sheets, release notes and vital lifelines inside and outside the company.</li> </ul>
<b>Media Analyst</b>	<ul style="list-style-type: none"> <li>Studies a company's operational and technical health.</li> <li>Participates in public conference calls and requires access to management in order to collect data. On the basis of their results, they write reports, make recommendations and present to the public and investors.</li> </ul>
<b>Investor</b>	<ul style="list-style-type: none"> <li>Keeping a close eye on the industry.</li> <li>Demands sound and current information of a company and its service and/or product.</li> <li>Needs to form a high confidence of the company's future.</li> </ul>
<b>Consumer</b>	<ul style="list-style-type: none"> <li>Always looking forward to purchasing the next toy or blogging about it.</li> <li>Wants access to the latest gadget, news and information including; phone, PDA, music device and computer peripherals.</li> <li>Downloading drivers.</li> </ul>

<i>User</i>	<i>Key Tasks</i>
<b>OEM Product Manager</b>	<ul style="list-style-type: none"> <li>Understand relevant product and technology offerings.</li> <li>Understand solution competitive differentiation.</li> <li>Contact Sales.</li> </ul>
<b>OEM Engineer</b>	<ul style="list-style-type: none"> <li>Get detailed technical specs on area of interest.</li> <li>Be able to scope time and cost of using solution.</li> <li>Contact Technical Sales.</li> </ul>
<b>Media Analyst</b>	<ul style="list-style-type: none"> <li>Understand company competitive position.</li> <li>Acknowledges competitive technology.</li> <li>Realizes momentum for handheld.</li> <li>Get access to management.</li> </ul>
<b>Investor</b>	<ul style="list-style-type: none"> <li>Get company financial reports.</li> <li>See company news.</li> <li>Understand company growth &amp; market potential.</li> </ul>
<b>Consumer</b>	<ul style="list-style-type: none"> <li>Understand technology in layperson's terms.</li> <li>See interesting innovations current and forthcoming.</li> <li>See attractive products.</li> <li>Seeking extra features.</li> </ul>



**User 1**  
**OEM Product Manager**

**Jim Tompson**



**Male Age – 30-40**

Lives and works in Silicon Valley area. Has a strong grasp on the pulse in the valley. Seasoned in his industry and maintains a strong network of colleagues.

Responsibilities: contributing to revenue for the company with new partnerships and products. Manages, develops, and implements product marketing activities to maximize sales of an assigned product line.

Involved in market segment and panels.

**User 2**  
**OEM Engineer**

**Dennis Yang**



**Male Age – 30-40**

Lives and works in Taipei Taiwan. Develops and manages critical relationships within and outside his industry.

Responsibilities: designing or implementing new technologies and products to existing products. Plans and directs all aspects of engineering activities within an organization. Ensures all engineering projects, initiatives, and processes are in conformance with organization's established policies and objectives.

**User 3**  
**Analyst**

**Biff Smithers**



**Male Age – 30-50**

Lives and works in New York or Silicon Valley area. Experienced ear to the inner sanctum of crucial company meetings, conversations and management.

Compiles and analyzes financial information for an organization. Develops integrated revenue/expense analyses, projections, reports, and presentations. Creates and analyzes monthly, quarterly, and annual reports and ensures financial information has been recorded accurately. Identifies trends and developments in competitive environments and presents findings to senior management.

**User 4**  
**Investor**

**Dana Coulter**



**Female Age – 40-50**

Lives and works in New York, NY. Possesses insight and historical data on key people, companies and related industries.

Invests on behalf of individuals, trusts or umbrella companies for financial gain in exchange for funding an expanding company.

**User 5**  
**Consumer or Corporate**

**Sanji Merchant**



**Male Age – 20-40**

Lives and works in Chicago, IL. Early adopter and tech savvy. Follows the latest trends and developments of new and emerging tech tools.

Researches the latest tech tools. An affluent, time-pressed professional that is looking for high-end equipment to improve his quality of life. Also seeking user-friendly laptops.

**User 6**  
**Job Seeker**

**Divya Gupta**



**Female Age – 25-40**

Lives outside the U.S. or local bay area resident. College grad with engineering background or advanced degree. Recent grad or experienced within the industry.

Composed awareness of latest innovation, devices and applied sciences. Often utilizes and promotes the current trend and tools.