

User: Student



Matt Milk

Matt is a university student. He is 25 years old and majors in environment engineering. He likes the nature very much and is actively participating in rallies to promote public awareness of the state of environment legislation and protesting foolish politics. He studies at Lappeenranta University of technology and works part time at the local airport as a security officer. Matt has grown in middle of new technology as his father is an IT professional and mother designs user interfaces for new electronic gadgets. Therefore using computers and different electronic gadgets is very straightforward for Matt. He has a girlfriend, but they do not live together. His girlfriend studies also at Lappeenranta University of technology and lives within 1km of Matt.

Matt has a lot to do when he is trying to balance his time with studying, girlfriend, work and his fanatic environment activities. He has to be in many different locations almost every day and do various stuff that takes time. Specific day planning and scheduling is essential for efficient results.

Matt goes around places by a small and old Nissan Micra. The car has some reliability problems especially at cold weather so he has to reserve time for problems during his car travels. Even for short ones. Matt's work at the airport requires attendance 2-4 times a day for short periods and being present when needed is crucial. If someone is having problems or for some reason does not arrive to work, they have to notify local supervisor as soon as possible so they are able to fix employer deficit before big rushes.

School has many lecture rooms and lecturers do get sick and have other impediments so students need to be notified for changes and locations rapidly. People like Matt do not have time to be wandering around places looking for the correct location.

At his free time, Matt enjoys a good movie and drinking beer. When he is drinking beer at home or at a pub with his friends, his girlfriend disapproves so Matt has to come up with excuses from time to time. This poses problems when using public calendar, or a private traditional one since people are able to read it every time Matt is not guarding it.

Matt's goals are to become environment politician with high awareness of the information age. He blogs actively about environment laws, happenings, state and other stuff regarding the environment and global warming.

User: Locomotive engineer



Nick Nipple

Nick is a 54 year old locomotive engineer. He has been a fan of trains since the age of four and on the job for 35 years and still loving it. He has a wife and three kids of the ages three, seven and fourteen. All of the children are boys and huge fans of trains like their father.

Nick is working 8-10 hours on a typical day, but sometimes days tend to extend quite much with busy projects. His wife already knows this, but still is a bit paranoid sometimes. Their kids need a ride to school and their activities after school so Nick and wife need to take turns. Nick is very busy and needs constant reminders of what he has to do. Especially if the task is something else than train or locomotive related.

Nick needs to travel between train factories to learn and educate others. Locomotive engineers have their own community and Nick is avid contributor. They have national meetings every few months and international conferences every year. At the conferences people share information about the latest inventions and how things have been put to use, how people have taken the new ideas etc.

Cooking is Nick's other passion and if he ever has time from work, he cooks the family dinner and his own lunch which he will be eating at work. Nick follows latest trends on cooking. He likes to make different kinds of food from different countries so he is following global cooking forums and recipes from the Internet.

Nick works in their family's neighboring town and he has to drive to work for 1, 5 hours every day and same back on day's end. Trips can be very tiring and then he has time also to think other things, though it gets dangerous when one is not concentrating on driving the car. Anyway, phone calls etc. will not be an issue...

There is a good sports arena in that town which Nick's family's hometown does not have. So some days his kids come there to play sports and when Nick leaves work, he can pick up his kids and offer them a free ride home. There is also a local train travelling between towns, but Nick has decided to rely on personal ride since trains seem to be a bit unreliable on winters. That is one big thing Nick has been working on for years.

User: Bar manager



Rick Rock

Rick owns a bar which is known as Rock Cock. The bar also serves food for basic needs between drinks and lunch at daytime. Rick is 36 year old man with wife and two kids. He is pretty average guy. His wife is 35 year old nurse and children are eight and six, both girls.

Rick likes rock music and hard electronic music like full on psy, dark psy, hard house etc. He also has a hobby with mixed martial arts fighting. He has been avid trainer on Brazilian jiu-jitsu, Shorin ji-ryu karate and boxing since elementary school. He has won silver and gold from national boxing competitions, has black belts in both jiu-jitsu and karate. Now he is training to be a European champion on MMA matches.

Rick has to train fighting and physical endurance six days a week. He has one day to rest and he has decided that it will be Sunday. The bar will be closed on Sundays. On Fridays and Saturdays, as well as some weekdays when local students are willing to organize, the bar has live performances of different kinds of musicians, bands, deejays etc. When there is a good performer, Rick naturally wants to be present at his bar.

Rick does not use computers much more than needs to be used. Running a company requires some accounting, messaging, advertising etc. He really doesn't like them much. He has experienced that they are a bit unreliable when it comes to important chores, but understands that computers and other electronic gadgets can make life much easier when they do work. Therefore he carries his palm computer with him all the time. Rick doesn't have a separate mobile phone with him, because he can use the palm computer for phone calls also.

All the tasks Rick has take a lot of time. Especially extensive physical training for his MMA matches, takes its toll. Everyone needs rest and working on their free time really doesn't cut it.

Rick's typical day consist of morning routines after waking up at 7 AM. Then he goes to gym by his own car by 8 AM and exercises for 3 hours. Then lunch at his bar which is located pretty close to the gym. Only 15 minutes walk. His kitchen staff has begun working long before Rick and lunchtime is starting. So Rick can eat cheap and good food at his own place in the beginning when he starts to run company. He has to schedule artists take care of their services, keep contact with local student organizations and a lot of various tasks which are hard to remember.