

Scenario 01

Task: Find, install, and register for Whiperz on a mobile device

User Group: Male College Student

Date: September 2014

Background

Simon is a twenty-one year old college student at the University of Pennsylvania. Simon is a Biology Major starting his senior year. Simon is interested in computers, gaming and his school work. Like most college students his age, he also has a busy social life.

Scenario

Simon heard about the new Whisperz App from several friends on Facebook and on campus. Simon has some concerns about privacy issues and the recent NSA revelations, but mostly he is intrigued by the idea of an encrypted communication platform that automatically erases messages, like in a spy movie. Simon decides he must give the product a try.

Simon scrolls through his iPhone's screens until he find the Apple App Store icon. Once his device takes him to the store, he uses the search field to search for "Whisperz". The search results include the Whisperz app, which he decides to install on his iPhone.

Once the App is installed on Simon's iPhone, he clicks on the icon and is taken to a load screen. Simon looks at the ad on the screen and realizes he can side-swipe through 4 (four) pretty cool ads. Simon then notices the buttons at the bottom of the page. They are labeled, "Register" and "Log In". Since this is his first time trying the App, he clicks on the "Register" button. Simon now finds himself on a very simple registration page. He is surprised that the only data Whisperz is asking for, is a username, email, and a password. This is indeed as close to anonymous as can be.

Once the registration is completed, Simon verifies his account (via email) and he is ready to try it out. The App confirms verification and takes him to the login screen where he enters his username and password in order to launch the service.

Simon logs in and is taken to the home screen, since this is his first time using the App, there are no messages waiting. Simon realizes that he will have to search for contacts on Whisperz. From the home screen, simon clicks on the "Contacts" button and he is taken to the empty "Contacts" list screen. Simon uses the search field to search for contacts from the Whisperz DB. The DB will search for terms in usernames, email address, and social login. Simon manages to find friends who are using the Whisperz service.

Simon uses the "Contact Request" functionality to notify the users that he wants to be in contact with them. Once they accept, Simon starts building up his contact list and he starts receiving

contact requests as well which he can accept or reject.

With a number of contacts in his list, Simon is ready to send messages to his friends. He goes back to the home screen and then the inbox. From the "Inbox" screen, Simon clicks on the 'new message' button (+) and gets the familiar fields associated with an email.

Simon explores the interface and notices that he can take video and pictures from the app for private, secure delivery. Simon writes a quick note to one of his new Whisperz, contacts and he attaches a private picture. Before completing the Whisperz email, Simon sets a rating for his content "PG-13" and the time limit at "2 minutes". The message will disappear after that amount of time, once the recipient opens the message.

Simon is enjoying his new Whisperz App. He has sent out a number of messages and has already received a few with different ratings, that expired at different times. He is so excited about this new App that he is tweeting about the fun he is having.

Simon clicks Logout.

Scenario 02

Task: Use the service to communicate with clients

User Group: Male Senior Partner in Corporate Law firm

Date: November 2014

Background

Bruce is a fifty-two year old partner at a well-known law firm in New York City. Bruce is a seasoned corporate attorney. Bruce is comfortable with technology but rarely follows the latest fads and is more "traditional" in his technology usage.

Scenario

Bruce heard about the new Whisperz App from a trusted client who contacted him and suggested the application. Bruce's client was turned on to Whisperz by his college-aged daughter. While Bruce is perfectly aware that his client tends to be a bit on the "paranoid" side, he can not help but be curious. An easy to use, secure communication method could be interesting to try out with his colleagues and even with certain clients.

As soon as he registers his Whisperz account, Bruce sends a text to his client to tell him the news. A little while later, Bruce notices a push notification on his iPhone. He has a new friend request. Bruce's client has sent him a contact request through Whisperz and as soon as Bruce

accepts, he has access to a new private email from his client.

Bruce communicates with his client and even tries sending him a picture which he finds just as easy as taking a regular picture on his iPhone and then sending it via email. Bruce sends Whisperz invitations to his kids and the other partners. Over the next hour, he gets a number of notifications informing him that his requests are getting answers. Bruce checks in and after reading new messages, he starts organizing his growing contact list into custom groups. Bruce realizes that this new tool provides a level of security AND discretion a few levels above corporate email and even SMS texts.