



Ashley

Ashley will spend a good deal of time using the Tutorial feature on PlannAR because she is a relatively new user, but she picks up the technology quickly and is confident in her abilities to use it well once she gets the hang of it. She isn't afraid to refer back to the tutorial when she doesn't know how to do something.

She will spend very little time in the Explore Packages selection because most of the events she will plan have very similar set-ups and only need a few pieces such as tables and chairs. For her purposes, Ashley will likely have just a couple packages that she knows well and utilizes frequently.

Lastly, Ashley will use the Get Started function for a longer amount of time than somebody very proficient using the app. She has a very clear vision, so once she gets the hang of the app, she can put together her design quickly though she is still a relatively inexperienced user. Her use of the app is mostly for herself; she doesn't have clients that need to approve her designs.



Debra

Debra will spend very little time using the Tutorial feature on PlannAR after her initial few uses. She is proficient in using the technology and understands how it works because it is a regular part of her work process.

She will spend a great deal of time using the Explore Packages feature because she plans a broad range of events and therefore, has a wide variety of packages that she works from. She will even utilize multiple different packages for single events to create the organization and aesthetic that she envisions.

Lastly, Debra will use the Get Started function for long amounts of time. She is meticulous in crafting her layouts and will spend a long time putting all of the pieces together. When she finishes creating her vision, she shows her clients her layout using PlannAR which helps them understand exactly what to anticipate or what they would like to change.