

# Editor

## Profile

Name: Edward Sterling,

"Ed the Editor"

Company:  
Small Biz Inc., California

Job Title: Sales Assistant

### Job Description:

his main job in the company is to assist his partner with sales. However, since there aren't more people in the company it's his job to update the website from time to time...



Sproddorical usage

needs only basic features

=> keep it simple!

application domain know-how: layman

## Checklist for Eddie

(9) X self-descriptiveness ~~||||~~ |||

(8) X suitable for learning ~~||||~~ |||

(7) X error tolerance ~~||||~~ ||

(6) X suitable for the task ~~||||~~ |

~~controlability~~ (1) |

X conformity with user expectations (8)

~~suitable for individualisation~~