



### **User Profile # 1: Anita Robson**

Age: 35

Occupation: iPod Accessory Designer

Single

*I like being my own boss, except that I am very hard to work for!"*

Life Goals: To be recognized as a force to be reckoned with in the world of fashion

Experience Goals: To know that she is getting the best possible information, that is targeted to her specifically

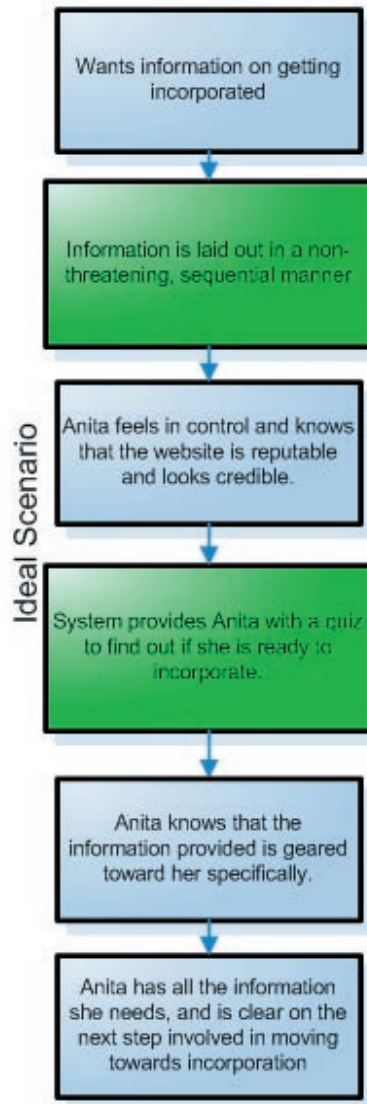
End Goals: To have the information necessary to know all steps necessary to incorporate

Until 2003 Anita had been working as a store manager at a Gap store in New York. She had always been interested in fashion design and wanted to go back to school and take some fashion courses. However, money was tight. So after a year of learning to sew by making a few knicks and knacks for herself and friends, she realized that she could do what she loves (fashion) and still make a living.

The iPod sells like hot cakes, and what better way to start out, then by making trendy, fashionable accessories for the device! She started out by getting a loan from her dad, making samples of products she wanted to sell, and advertising in local newspapers and fairs.

At this point, Anita has been in business for herself for little over a year and things are getting a bit out of control. Business has been good, and her iPod covers and bags are selling well and have developed a loyal following of fashionistas. But it's a story of the misery of riches. Anita has no time for herself, and she has had to hire two people to help her get product out the door. Money is good, but the overhead of having to manage a business and be creative at the same time is getting challenging.

Also till now Anita has worked from home, but is contemplating buying a small workshop/storefront for her business. Making money is fun, but it's time to get serious, hire an accountant and get finances in order. Her friends tell her that she should also look into getting incorporated, and make things "legit". It's time to find out more. If only she had the time to do some research!



## Task Analysis for Anita

*"What are the steps involved in getting incorporated?"*

Anita has had a busy day of meetings. When she is finally gets back home after fighting downtown rush hour traffic, she is exhausted and not feeling like she can start another project (even though she needs to!).

So instead of just laying on the couch staring at the ceiling, she decides to use her time half-productively and do that research that she has been putting off. It's time to find out if she should get her business incorporated.

So she reaches for her Mac laptop, and still half-laying on the couch, she brings up Google and does a few searches. Most of the sites look home-made, or require memberships/phone calls to get any information. Wow, this world has way too many lawyers, she thinks to herself and she closes yet another lawyer's site. Finally she ends up at the Laughlin site having been lead there from another site.

The site looks fairly well organized. However it looks like it's a site that only deals with Nevada incorporations. Grr...a pop-up window....Anita fumbles around in her half-sitting position to get the cursor in place to close the window. Still, Anita decides to snoop around and hopes to get some free advice and what steps to take next. She clicks "about incorporating" and finds a choice that looks good "who should incorporate". She clicks it and gets another new window. Anita is starting to lose patience.

She skims through the content...something about law-suits and avoiding getting sued. Sounds nasty! Not much here about financial benefits and tax savings. She clicks the "How do I get started" link hoping for more information but gets a long form.

She closes all the windows and goes back to leaving the task to another day. Maybe she'll ask her friend's husband, an accountant for advice.