


Persona:	Guitarist
Photo:	
Fictional name:	Keith Kenneth
Job title/ major responsibilities:	Construction Major
Demographics:	<p>21 years old</p> <p>Single</p> <p>Junior in college.</p>
Goals and tasks:	<p>His goal is to graduate college and find a good career. He is concerned with classwork and</p> <p>Spends his time:</p> <p>Doing homework</p> <p>Practicing guitar</p>

Environment:

He is comfortable using a computer. He also uses an iPhone, iPad, and laptop. He considers himself to be great with computers.