




Design Thinking: Persona 1

Persona name:	Angel Gordon
Photograph:	
Age:	36
Job:	Wedding & Events Planner
Status: Single/ Married etc.	Married
Other relevant bio information:	<ul style="list-style-type: none"> * Self employed/business owner * Recently taken on a small staff
Goals: Bullets and no more than 3	<ul style="list-style-type: none"> * Unite and organise team on single platform * Plan multiple projects at once
Pain point/ concerns: Bullets and no more than 3	<ul style="list-style-type: none"> * First time managing staff
Problem Statements:	<ul style="list-style-type: none"> * I am a Business Owner trying to unite my team on one platform because we currently all use our own organisational tools which makes me feel at risk of our diaries not co-ordinating. * I am an Events Organiser trying to plan multiple projects because my business has recently grown, which makes me feel concerned that I won't be able to maintain the same level of quality and organisation.

Design Thinking: Persona 2

Persona name:	James Llewellyn
Photograph:	
Age:	24
Job:	Software Developer
Status: Single/ Married etc.	Married
Other relevant bio information:	* Works from home
Goals: Bullets and no more than 3	* Introduce Agile principles into workspace
Pain point/ concerns: Bullets and no more than 3	* Doesn't feel connected whilst away from the team
	* I am a Software Developer trying to connect with my co-workers because I am away from the office a lot , which makes me feel out of the loop .

Design Thinking: Persona 3

Persona name:	Paulina Richards
Photograph:	
Age:	54
Job:	Charity Volunteer
Status: Single/ Married etc.	Single
Other relevant bio information:	
Goals: Bullets and no more than 3	<ul style="list-style-type: none"> * Plan charity events & collections with teams of volunteers * Share events calendar with public
Pain point/ concerns: Bullets and no more than 3	<ul style="list-style-type: none"> * Would like to keep the teams/projects separate to avoid confusion
	<p>* I am a Charity Volunteer trying to organise charity collections but I do not have a platform to share ideas, which makes me feel disorganised.</p>