

Nerdy Nancy

age: 18

residence: Ohio

education: Highschool

occupation: Cashier

marital status: Single



"Be your own kind of beautiful"

Nancy is a cashier deciding what she wants to do next and after work goes home to surf the web.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Nancy needs to find things to do to keep her happy and entertained.

Values

- Nancy values freedom, fun and new experiences.

Criteria For Success:

Nancy doesn't know what is going to make her successful

Wants

- She wants to try to get out the house more and discover the world for herself.

Fears

- Her biggest fear is being too stagnant and losing meaning to what she enjoys.