Persona (1)

#### Name: Mark

#### Age: 25

#### Gender: Male

#### Lives: Rome

#### Does: Works in an office.

#### My product: Needs to get better at typing, or he gets fired.

Persona (2)

#### Name: Anthony

#### Age: 8

#### Gender: Male

#### Lives: London

#### Does: Student.

#### My product: Uses this program at school, to learn typing.

Persona (3)

#### Name: Martha

#### Age: 15

#### Gender: Female

#### Lives: Sidney

#### Does: Student.

#### My product: She downloaded this program because she didn’t know what to do.

Persona (4)

#### Name: Samantha

#### Age: 56

#### Gender: Female

#### Lives: Brazil

#### Does: Pensioner.

#### My product: She uses this program In a typing class.