

Persona



Hobbies and Interests

- Cooking
- Drawing
- Yoga

Bio

Brianna Moore is 40 years old and a successful businesswoman. She is the founder of the thriving children's band clothes. And has worked hard to get where she is today despite her demanding career. In addition, Brianna is a devoted mother of her two young children, a son and a daughter.

Demographic

- 40 years old
- Female
- Married
- Mother of 2
- Business owner

Goal

- Balance the busy schedule
- Make time for what the most important and finish the small tasks.

Persona



Hobbies and Interests

- Photography
- Travel
- Investment

Bio

Suzanne Carlos has always been interested in both the arts and business. She began pursuing photography as a hobby during high school and quickly realized that she had a talent for capturing moments in a way that tells a story.

Demographic

- 20 years old
- Female
- College student
- Business major

Goal

- Balance the busy schedule
- Make time for what the most important and finish the small tasks.

Persona



Hobbies and Interests

- Sci-Fi movie
- Book
- Technology
- Videogames

Bio

David Lee had worked at a local grocery store for the past ten years, but he's always had a passion for computers and technology. He's always been curious about how they work and the endless possibility they offer. Yet, despite working full-time at the grocery store, David will give up on his dream of becoming a computer science major. So, he decided to return to school and make his dream a reality.

Demographic

- 35 years old
- Male
- Grocery store employee
- Work and study

Goal

- Pursue a dream career
- Graduate in a Computer science major.
- Have time for both school and work
- Get schoolwork and work down on time

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