Sophia is At 44 years old, she runs a small clothing boutique in the local downtown area that has been established for over a decade. Primarily managing the business herself, she employs one part-time assistant to help with daily operations. While she has a minimal technical background and is comfortable with basic office software, she is still new to web and digital security concepts.

**Persona 1**



Name: **Sophia** **Jones**

Profession: Retail Boutique Owner

Age: 44

From: London

**Scenario**

|  |  |
| --- | --- |
| **Goals and Objectives:**   * Attract more customers by creating a powerful online presence. * Launch an e-commerce store to significantly broaden market reach. * Proactively safeguard customer data and ensure the boutique’s website is highly secure. | **Challenges:**   * Limited understanding of web development, SEO, or cybersecurity. * Tight budget for digital investments. * Unsure how to effectively promote her business online or maintain a website. |
| **How the University Cyber Clinic Can Help:**   * Create a simple and user-friendly online store for Sophia’s boutique, integrating a Content Management System (CMS) that she can easily manage. * Provide Sarah with straightforward steps to help her protect her website and customer data. * Invite Sarah to beginner-level workshops on SEO and website maintenance to boost her confidence in managing her site. | |