



FELICITY
NORMOUS
WEB DESIGNER

DEMOGRAPHIC

Age
22

Status
In a relationship

Education level
Degree

Language
English

<https://pixabay.com/photos/teen-high-school-teenager-student-4073753/>

DESCRIPTION

Felicity is a full time student who likes to learn all that she can about web design, to become one the best web designers. She is passionate about design, so she is always looking for a way to get the most from CSS when designing a website. She likes that her websites have a friendly environment, where the users have the best experience and always come back.

Expertise

HTML



CSS



GOALS

- Become a well known web designer.
- Finds the best websites where she can learn the latest trends about web design.

MOTIVATION

- Be able to recreate old fashion websites to a more modern look. Challenging her skills to become better and better through practice.

Frustration

- Having a hard time finding good documentation about how to design the latest trends using CSS.



EDWARD
J. SETO
SALESMAN

DEMOGRAPHIC

Age
25

Status
Married

Education level
Degree

Languages
English
Spanish

<https://www.piqsels.com/en/public-domain-photo-frsji>

DESCRIPTION

Edward works as an online salesman. He is a retailer, he usually takes advantage of all the specials that he finds in some wholesales and he likes to go to garage sales to buy things cheaper than they used to be.

EXPERTISE

SALES



WEB DESIGN



GOALS

- Design a nice looking website that promotes his articles in a friendly way.
- Find good tutorials to improve his website, in order to get more sales.

MOTIVATION

- Improving his skills as a web designer to get more views and give to the user an excellent experience navigating through the website, at the same time that he offers his products.

FRUSTRATION

- It is difficult to find good tutorials using simple terms for the explanation.



MARVIN
A. HOLIDAY
MODEL

DEMOGRAPHIC

Age
19

Status
Single

Education level
Degree

Language
English

<https://www.piqsels.com/en/public-domain-photo-frsrs>

DESCRIPTION

Marvin works as a model and in his free time he likes to learn about web development. He loves learning new things, especially those about web design because he has a block where he shares his experiences and promotes himself for future contratations. He usually likes to follow all trends about web design and he challenges himself to learn them and apply them in his block about modeling.

EXPERTISE

MODELING



WEB DESIGN



GOALS

- Become a famous model.
- Learn as much as he can about web design, to be well known in the media.

MOTIVATION

- Improving his skills as a web designer to give the users the best experience as he can, while doing the two things that he likes most.

Frustration

- Having a hard time finding the latest tutorial about the newest web designs.