

# TOBI DAY

**AGE** 26

**OCCUPATION** Record Store Manager

**STATUS** Single

**LOCATION** New York, NY

**TIER** Enthusiast

**ARCHETYPE** The Maestro

Ambitious

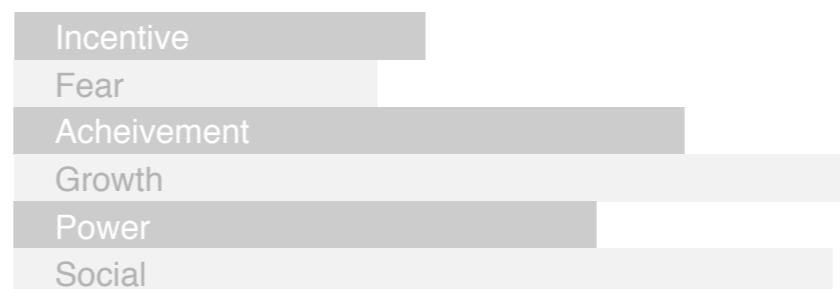
Admired

Focused



*"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."*

## MOTIVATIONS



## PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

## GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

## FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

## BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

## TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

Audi

Coca-Cola

SONY

PreSonus