



"Include a user persona quote here..."

Sarah Johnson

Age 26

Location San Francisco,USA

Occupation Software Engineering

Income \$

Bio

Sarah Johnson is a **26-year-old software engineer** based in **San Francisco, USA**. She has a **Bachelor's degree in Computer Science** and works in a fast-growing **AI startup**. Passionate about **continuous learning**, she actively engages in **online courses, coding challenges, and networking**. Sarah aspires to **advance in her career**, gain expertise in **machine learning**, and expand her **professional connections**.

Favorite brands



Openness



Conscientiousness



Extroversion



Agreeableness



Trait 1

Trait 2

Trait 3

Goals

1. Improve technical skills to be a promotion
2. Network with industry professionals
3. Balance work and learning efficiently
4. Stay update with the latest AI Trends

Wants and needs

Wants:

- Access to **high-quality learning resources** for skill development.
- A **structured career roadmap** to track progress.
- Opportunities to **network with professionals** in the AI/tech industry.
- A **flexible learning schedule** that fits into her busy work life.
- A **platform that provides real-world projects** to apply skills.

Needs:

- A **personalized** recommendation system for courses.
- A **time-efficient** way to learn without feeling overwhelmed.
- A **mobile-friendly** platform for learning on the go.
- A **community-driven space** for knowledge sharing.
- **Regular updates on industry trends** and relevant technologies.

Painpoints

- **Information Overload:** Struggles to filter relevant resources from too many options.
- **Time Constraints:** Finds it hard to balance work, learning, and personal life.
- **Lack of Motivation:** Needs engagement features (quizzes, gamification) to stay on track.
- **Limited Networking Opportunities:** Feels isolated in her career growth journey.
- **Applying Knowledge:** Wants real-world projects but lacks access to them.