

# Bio

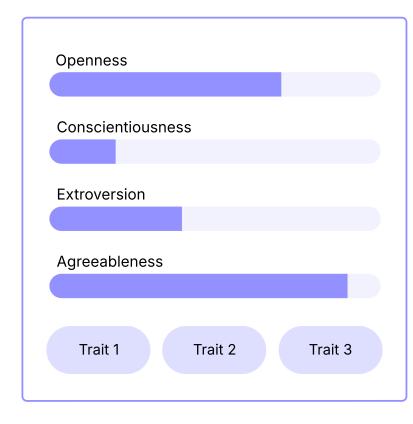
Sarah Johnson is a 26-year-old software engineer based in San Francisco, USA. She has a Bachelor's degree in Computer Science and works in a fast-growing Al startup. Passionate about continuous learning, she actively engages in online courses, coding challenges, and networking. Sarah aspires to advance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

# Favorite brands









## Goals

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- 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 Al 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 Al/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.