Persona 1:



Name: Bill Cage

Age: 46

Occupation: CEO of a Fortune 500 company

Description: Bill is an experienced businessman who has been in the business for over 20 years. The company that bill works for is switching their financial software from “ADP” to “Wave”. He is a very tech savvy guy and has an adequate amount of experience with technology. He became very familiar with the basic system of ADP and hopes to be able to transfer his knowledge over to wave smoothly. He is a very structured and timely person.

Persona 2:



Don Blankenship

Age:28

Occupation: New Entrepeneur

Description: Don has a new creative business owner that started his own clothing company. He didn’t have an idea of what financial service to use. He was running out of time and frantically chose a service called waze, which he knows nothing about. He doesn’t have a clue of how a financial service operates. The only tech and software's that he uses is on his phone. He loves to skateboard and design objectives.