**Name:**

Joan

Foto:

Uma imagem com pessoa, sorriso, mulher, jovem

Descrição gerada automaticamente

**Age:**

23 years old

**Personal Information:**

Joan has a boyfriend and has a house where she lives with her boyfriend, both she and her boyfriend work, so she is independent.

**Work environment:**

Joan works in an office with several people and the main tools used to perform her job are smart devices and computers.

**Motivation for using high tech products:**

Joan is 23 years old, so using high-tech products is part of her day-to-day life, besides that, in her job she uses regularly high-tech products and information seeking products.

**Challenges:**

Joan has a problem with making fast decisions, so she faces a challenge everyday when she needs to make a split-second decision without time to plan it ahead.

**Proficiencies:**

Joan is a hard-working person, and she likes to plan all her decisions before making them.

**Attitudes:**

Joan is ambitious, someone that looks to achieve her goals as fast as she can. She is also calm friendly and independent.

**Personal and professional goals:**

On a personal level, Joan wants to start a family with her boyfriend.

On a professional level, Joan wants to keep working hard at the company she works now to achieve good results and maybe a promotion.

Live in another country.