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## ALEX JOHNSON

Software Engineer

### DESCRIPTION

Alex works as a software engineer, and he mostly focuses on app development. He wants to push and is always trying to improve his work.

“

I love to see what my coworkers are making so I can improve my work.

### DEMOGRAPHIC

Age:  
37

Status:  
Married

Educational level:  
Bachelor's Degree

### FRUSTRATIONS

The software does not always function the way that it is supposed to.

It makes it hard when the app does not do what is expected of it.

### GOALS

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- Use his knowledge to make help people that want to do the same thing.
- Find many ways to improve his mobile apps.

### MOTIVATIONS

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- Being able to see improvement after each new app.
- Seeing a lot of people using and enjoying the app he made.

### EXPERTISE

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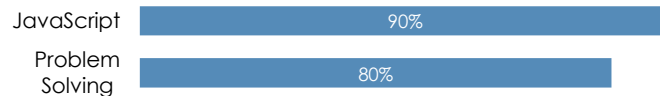


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<https://pixabay.com/photos/men-beard-glass-black-stylish-1445338/>



## KALLUM HOFFMAN

Video Game Reviewer

### Description

Kallum works as a video game reviewer. He wants to make sure all the best video games get the attention that they deserve.

“

I love to make video reviews so that people know what games they should spend their hard-earned money on.

### DEMOGRAPHIC

Age:  
29

Status:  
Single

Educational level:  
Degree

### FRUSTRATIONS

It can get annoying when he must finish a bad video game to review it.

The community can be very rude which can make it hard to think he did good job with the review.

### GOALS

- Make sure people know what games are worth buying.
- Wants to spread the art of video games.

### MOTIVATIONS

- He wants to see what the people think of the games he reviews and talk to them to see what their opinions are.
- Facing new challenges with each new video game that he reviews.

### EXPERTISE

Writing  
Expertise

100%

Technical  
Expertise

90%

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## LUCY CHAVEZ

Web Developer

### Description

Lucy works as a web developer. She focuses on designing websites for different companies. She is always pushing herself to create the best projects she can.

“

I love to see each of my websites being used and I love to improve on them over time.

### DEMOGRAPHIC

Age:  
26

Status:  
Single

Educational level:  
Degree

### FRUSTRATIONS

Some of the people she makes websites for do not let her have full creative control.

The software sometimes crashes, and she loses progress.

### GOALS

- She wants to get feedback from the consumers and make improvements based on that feedback.
- Get better at coding by looking at the work of her coworkers.

### MOTIVATIONS

- Figuring out problems and being able to fix them for herself and her coworkers.
- She always wants to keep on getting better and gather new skills to show what she can make to the world.

### EXPERTISE

Computer Literacy 

95%

Coding Expertise 

90%

