

Jill Olsen



“I
NEED
A
VACATION!”

Summary

Jill is from Sandy, Utah. She is a wife and mother of two boys, ages 8 and 11. She prioritizes family and spends most of her days working around the house, driving the boys to school and to sports practices, grocery shopping, and preparing meals. Jill's husband is a dentist and makes a large enough income that allows Jill to stay at home and for their family to live quite comfortably. When she has time, Jill enjoys grabbing lunch or drinks with her friends. On the weekends, she always tries to plan activities for herself, her husband, and the boys. They also love family vacations and try to take a trip every few months. However, Jill hates all of the planning involved in booking vacations. It's way too stressful!

Age: 38 years

Occupation: stay-at-home mom

Family Status: married with two kids

Technical Practices:

- iPhone, MacBook, iPad
- Google search
- Facebook, Instagram, Pinterest
- Google Fiber

Jack Pearson



“GOOGLE IT.”

Summary

Jack is a photographer living in downtown Salt Lake City. He enjoys hanging out at local coffee shops to work on editing photos for his clients. He frequently edits on his Surface, but occasionally works from home at his desk with his monitors for more detailed editing. Jack has a pretty established clientele in the Greater Salt Lake area and stays busy with shoots and events. He has a girlfriend, Rebecca, who he loves to spend time with. Rebecca is currently working on her master's degree at the University of Utah. When they both have a few free days, they like to go out of town. However, with their busy schedules it is difficult to plan trips. Additionally, neither of them have very large incomes and want to find the best travel prices they can.

Age: 23 years

Occupation: photographer

Family Status: single

Technical Practices:

- Microsoft Surface
- Google Pixel
- Adobe Photoshop & Lightroom
- Google search
- Xfinity