

Name: John Doe

Age: 31

Gender: Male

Occupation: Graphic Artist

Education: Bachelors in  
Design

Location: France

Goals: Design 3-D looking  
images in 2-D

Pain Points: Deuteranopic

Behaviours: Uses Photoshop to draw  
professionally and design for companies

Motivations: To do quick sketches and  
achieve the "3-D effect" without having to  
spend too much time learning a new  
programme

Quote: "I need a tool that I can use on-the-go  
without too much investment."



Name: Joe Smith

Age: 58

Gender: Male

Occupation: Traditional  
Artist

Education: Community art  
school, part time, adult  
learner

Location: Ireland

Goals: Learn how to draw  
digitally

Pain Points: Has a slow computer, new to  
digital art

Behaviours: Been trying digital art desktop  
apps, finds them to lag too much

Motivations: To learn digital art to expand  
horizons

Quote: "I want to learn digital art to expand  
my artistic abilities beyond traditional art."



Name: Jane Furlong

Age: 34

Gender: F

Occupation: CEO and manager of her own startup.

Education: Major in Business

Location: America

Goals: Design images for her company's online web page

Pain Points: Current tools require specific training to use. Company can't afford high-price programmes

Behaviours: Won't pay high prices, but willing to invest low amounts for higher quality products.

Motivations: Image needs to render at different sizes and wants to see how the parallax effect would look on her page.

Quote: "The Industry standard is not suited to our goals. We need simpler and more cost effective tools."

