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Professor Wilkes  
LIS 3793  
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## Persona Development

### Basics

Name: Emily Davis  
Age: 21  
Photo:

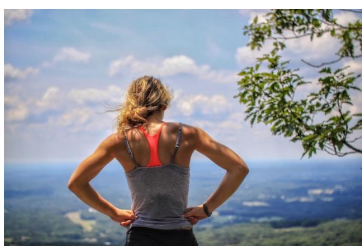


Photo by: Photo by Morgan Sarkissian on Unsplash

### Relevant Information

University: University of California, Los Angeles  
Major: Business  
Minor: Fashion Marketing  
Student Status: Junior  
Work: Intern at Fashion Nova

### User Goals

- a) Tasks:
  - i) Finding Local Races in the Area
  - ii) Registering to Participate in A Race
  - iii) Connecting with the Running Community
  - iv) Stay Informed on Social Media
  - v) Joining Clubs
- b) Specific Info:
  - i) “What races are happening this weekend?”
  - ii) “Where can I go to sign up?”
  - iii) “Where can I find other people who also like to run?”
  - iv) “Which social media platform is Running In The Usa active on the most?”
  - v) “Which club should I join in my area?”

### Tech Skills

Emily is very proficient in any technology she uses on a day to day basis. She is most active on Instagram, TikTok and Facebook. Emily uses her phone, iPad and laptop daily for anything she might need to jot down or take pics of.

### Website Knowledge & Use

Emily knows the website very well since her dad showed her how to use it when she was five years old. Emily frequently uses RunningInTheUsa almost every day. She does not need help or assistance with the site since her technology proficiency level is at expert.

**Motivation & Triggers**

Some motivation for Emily to use the site include staying in touch with her social networks, keeping up with her club and finding any competition event she can participate in. Running is her favorite hobby so that is why her dad told her about the site. Almost every family fitness activity for Emily and her dad is running whether it is by themselves or with their neighborhood.

**Brief Scenario**

It is Spring Break and Emily has just finished her classes for the spring semester. Emily is now at home looking at the website to catch up on all the news and events she missed while in school. On her California page, she spots a couple of new events to partake in.