



# Traveler Sandra

## Background:

- No degree
- Loves the environment
- Passionate about traveling
- Single

## Demographics:

- 25 year old Female
- Income of \$35k/year
- Lives in an studio apartment.

## Identifiers:

- Loves showing travel spots.
- Blogs about travel destinations.
- Popular among friends.
- Wants to contribute to the community.

Simple/Complex Task: Login as a user/create a card.



# SchoolTeacher Monica

## Background:

- Bachelors in Education
- Teaches elementary aged children
- Married with 3 children.

## Demographics:

- 37 year old Female
- Dual family income of \$100k /year
- Lives in a single family home.

## Identifiers:

- Educator
- Social Media enthusiast
- Grade school teacher
- Likes to document her students daily progress.

Simple/Complex Task: Login as a user/comment on others cards.



# Photographer Jason

## Background:

- Bachelors in Entomology
- Loves to travel
- Professional photographer
- Single

## Demographics:

- 30 year old male
- Income of \$50k/year
- Doesn't own a home, lives from hotel to hotel.

## Identifiers:

- Works for National Geographic
- Documents his work through photography
- Contributes to explorational science

Simple/Complex Task: Login as user/create card