



## Bill

- 52 Years Old
- University Professor of English
- Lives in Bradley Maine
- Married 28 years
- 2 Children (One in college)
- His son, Jeremy is 26 years old and has Down syndrome.

Bill and his wife both work full time. They each make 5 figure incomes that allow them to travel during the holidays with his wife and two kids.

"I need to find the information fast. I have classes to teach."

"The internet is a tool to help find experiences that enrich my life as well as my kids."

Bill uses the web for work and home. He checks his email and administers online classes. He also looks for events and places that the whole family could visit. He is impatient with the internet because his back gets sore if he sits at the computer too long.

Bill feels fine though he has high blood pressure. He eats healthy and tries to exercise at least two or three times a week.

### Typical Web Tasks

- Checks email
- Plans holiday trips
- Looks for local events and ways to help Jeremy.

He uses glasses when he reads and surfs the web. He hates sites with small print because they make him feel old.

# TOBI DAY



PERSONA TEMPLATE

**AGE** 26

**OCCUPATION** Record Store Manager

**STATUS** Single

**LOCATION** New York, NY

**TIER** Enthusiast

**ARCHETYPE** The Maestro

Ambitious

Admired

Focused



*"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."*

## MOTIVATIONS



## GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

## FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

## BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

## PERSONALITY



## TECHNOLOGY

