

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



个人信息

目标 / 动机

性格

真实照片

痛点

技术设备使用情
况

人物简介

有代表性的道白

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用户角色

Persona

建立同理心 Empathy

专注为用户角色开发

达成一致

做决定的依据

用户分析

内容分析

情境分析