


Persona:	Senior Manager
Photo:	
Fictional Name:	Matthew Johnson
Demographics:	<ul style="list-style-type: none"> <li>• 51 years old</li> <li>• Married</li> <li>• Father of three children</li> <li>• Grandfather of one child</li> <li>• Has a Ph.D. in Agricultural Economics.</li> </ul>
Goals and tasks:	He is focused, goal-oriented within a strong leadership role. One of his concerns is maintaining quality across all output of programs
Environment:	He is comfortable using a computer and refers to himself as an intermediate Internet user. He uses email extensively and uses the web about 1.5 hours during his work day. In addition to his digital prowess, he possesses an ardent love for coffee that intertwines with his daily life. Coffee isn't merely a beverage to him; it's a ritual, a comforting companion during work hours, and an essential part of his morning routine. The aroma of freshly brewed coffee invigorates his senses and kickstarts his day, setting the tone for productivity and enjoyment