

Tech Savvy Samantha

Background:

- Master's Degree in Software Development
- Loves staying home building computers and playing video games
- Works at a Fortune 500 Technology company
- Single, no children



Demographics:

- Female, 30 years old
- Single family income of \$80,000
- Lives in a 1-bedroom apartment in a large metropolitan area

Identifiers:

- Tech Savvy
- Analytical personality
- Problem Solver

Tech Wannabe Willie

Background:

- Currently works at Best Buy
- High School Diploma
- In a long-term relationship
- Enjoys watching Tech YouTubers



Demographics:

- Male, 19 years old
- Single income of \$24,000
- Lives in a small town, 3 hours from the nearest metro area

Identifiers:

- Very inquisitive about technology, but little hands-on experience
- Enjoys independent learning
- Loves trying to help friends fix their computer issues

Technophobe Tammy

Background:

- Runs a daycare
- PhD in Education
- Used to work as a Professor at the local college
- Married, 1 child, 10 years old



Demographics:

- Female, 42 years old
- Lives in a 2-story house
- Dual family income of \$200,000

Identifiers:

- Analytical and creative thinker
- Knows technology is important, but doesn't trust it
- Likes to learn about technology to keep safe and educate others