

# USER PERSONA

## DEMOGRAPHIC INFORMATION:

NAME: Emily Johnson

AGE: 28

GENDER: Female

LOCATION: San Francisco, California

EDUCATION: Bachelor degree in marketing

OCCUPATION: Marketing executive

INCOME: \$70000 PER ANNUM

MARTIAL STATUS: Single

LIVING SITUATION: Sharing an apartment with her friend

## GOALS AND OBJECTIVES:

- \* Wants to further her career in marketing by learning new skills
- \* Wants to increase productivity and optimize her work - life balance
- \*Enjoys trying new activities and exploring new places in city
- \*Wants to spend more time with family and friends

# PSYCHOGRAPHIC INFORMATION:

- \* Interested in health and fitness, enjoys yoga and hiking
- \* Enjoys going out with friends to try new restaurants or attend events
- \* Personality traits include being ambitious, social, and organized

## BEHAVIOUR AND PREFERENCES:

- \* Uses her smartphone frequently to check emails and stay connected with work
- \* Prefers using digital tools such as calendars and note-taking apps to organize her schedule
- \* Values convenience and efficiency

# USER JOURNEY:

- \* Emily typically wakes up early to attend a yoga class, then heads to work
- \* Throughout the day, she attends meetings and completes tasks on her laptop
- \* After work, she goes to the gym or meets up with friends for dinner
- \* In the evenings, Emily often spends time relaxing and catching up on personal tasks, such as emails and errands

## CHALLENGES AND PAIN POINTS:

- \* Struggles with time management and feeling overwhelmed with work tasks
- \* Finds it challenging to balance her busy work schedule with social and personal activities
- \* Wants to make sure she is constantly learning and growing in her career, but finds it difficult to find the time for additional training or resources