



## Nerdy Nina

"The book is way better than the movie!"

#booklover  
#bookaddict  
#booknerdproblems

### DEMOGRAPHICS

Age: 25  
Location: Sao Paulo, Brazil  
Education: Software Engineer  
Job: Q/A at Indie Game Company  
Family: Lives with her boyfriend

### TECH

Internet  
Social Networks  
Messaging  
Games  
Online Shopping



### GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

### FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

### READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

### FAVORITE BOOKS



American Gods  
Neil Gaiman



Harry Potter  
J.K. Rowling



Ready Player  
One



# Isaac Rice

## Freelancer

29, In a relationship, Video Producer, California, USA

### BIO

Isaac Rice is a freelance Video Producer working remotely from home. He Works during production and post-production phases in film, TV and video projects. He has a home internet connection with an average speed.

### GOALS

Collect material effectively from customers.  
Deliver dailies and output to customers effectively, reliably and fast showcase portfolio online.

### WANTS & NEEDS

Secure, fast and affordable way to collect and deliver huge media files Easy way to showcase portfolio securely online

### TECHNOLOGY

IT & Internet  
Software  
Mobile Apps



### PAIN POINTS

Travel to customers' location to collect material.  
Use regular mail to receive and deliver content.  
Limited file size uploads.  
Long time to upload huge files Re-uploading interrupted uploads from scratch

### BRANDS





"I design with all my heart,  
thinking about the users"

**AGE** 21  
**JOB TITLE** UX Designer  
**STATUS** Single  
**LOCATION** Atlanta, GA

**PASSIONATE** **EMPATHETIC**  
**CURIOUS** **ADVENTUROUS**

#### FAVORITE BRANDS



#### USER PERSONA

# Jane Doe

## ABOUT

Jane is a UX Designer that works for a Fortune 500 company in Atlanta, GA. Ever since she was a child, she loved to make stuff on her own and show them to her parents, friends and classmates. Over the course of her childhood and throughout her school, she won numerous design prizes at various well known competitions across the United States and Canada. Due to her passion for design, she decided to pursue a Master's degree in Human Computer Interaction and learn more about User Experience (UX) and how she can become a better designer.

## GOALS

- Become a designer who communicates well of her ideas at any place
- Easily explain her design ideas to other designers, researchers and engineers

## PAIN POINTS

- There are too many tools that forces her to spend time learning them
- Cannot rely on other people's opinion because they are highly subjective
- Certain situations require different tools to communicate her thoughts

## NEEDS

- Looking for a design tool that helps to cut down unnecessary time and effort
- Receive feedback on her progress whenever needed before presentation

## PERSONALITY

