



## Hanna Pool

**Age** 24

**Occupation** Marketing assistant

**Location** San Francisco, CA.

**Status** Single

## Background

Hanna has lived all her life in her home town. After graduating from college she started a career in marketing but after 3 years on the job she is still in an entry level job and is feeling a bit stuck so is looking for the next step to take in her career.

Hanna loves to travel and even has a little blog about things to do in San Francisco. She also likes meeting new people and enjoys good food and drinks.

## Key stats

- Manages a travel blog online
- Very active on social media
- She LOVES her hometown

## Goals

- Be professionally fulfilled.
- Have more time for her hobbies
- Have her travel blog become more popular

## Pain points & needs

- Needs a new challenge career-wise
- Works on a tight schedule
- Expects to see results quickly



## Claire Delany

**Age** 40

**Occupation** Auditor accountant

**Location** Denver, CO.

**Status** Married, 2 kids

## Background

Claire is a very successful businesswoman working for a large accounting firm. She is responsible for auditing several high profile companies and that requires her to travel to a lot of different cities all around the country. When she is on a business trip her schedule tends to be very tight, she occasionally might get some free time but it's still very limited.

She enjoys the outdoors as she thinks this is a nice way to scape the hustle of the office.

## Key stats

- Travels a lot for work
- Likes to plan everything way ahead of time
- She is really motivated

## Goals

- Be promoted to a more senior position at her firm
- Find a way to use her free time in something meaningful

## Pain points & needs

- Sometimes she has trouble coping with stress.
- Likes to see all her options laid up at once
- Has basic experience with apps





## Andrew Wood

**Age** 19

**Occupation** Engineering student

**Location** Seattle WA.

**Status** Single

## Background

Andrew just started his second semester in college as a mechanical engineering student. He is a go getter kind of guy and likes to take matters into his own hands. As he just moved to Seattle, he is eager to know more about the city that he now calls home.

Although he is very organized with his coursework, he tends to let unimportant things to just go with the flow but still expects good results at the end.

## Key stats

- Tends to improvise a lot
- Tech savvy
- Likes to do things his own way

## Goals

- Graduate from college
- Get to know more about his new hometown
- Make local friends.

## Pain points & needs

- He doesn't have a lot of money for extra things
- He relies on public transportation to move around the city