

Persona 1 Name: Issac Talley



Demographic:

Age: 18

Relationship Status: Single

Gender: Male

Race: Caucasian

Information:

- No current job, only in college
- Heavily interested in PC gaming, with some interest in college football, and music/guitar in general.
- Undecided major, but smart with overall good grades.
- Does not care for fashion trends

Goals:

Want to use Instagram strictly as a social media. Only wants to follow friends and family to keep up to date with them and wants to use Instagram as a form of entertainment with funny pictures and videos.

Challenges:

What draws Issac to Instagram opposed to Twitter, Facebook, and any other social media? Must focus on getting Issac to open the app initially and for him to engage for as long as possible.

Target With:

Instagram stories, discovery page, and feed post with interest ie: College football, music, gaming.

Persona 2 Name: Kelly Lam



Demographic:

Age: 27

Relationship Status: Married

Gender: Female

Race: Vietnamese - American

Information:

- Currently employed as a marketing manager for a local business in her hometown.
- Heavily interested in athletics, fitness in general, cooking, and is a health fanatic.

Goals:

Wants to use Instagram to promote her fitness lifestyle and to learn more about that in general .

Wants to transition her normal instagram to more of a fitness one, to give advice on how to live a healthier lifestyle.

Challenges:

She feels that she wants to abandon her idea because she won't be popular. Feels discouraged because she doesn't want to waste her time doing something she feels is pointless.

Target With:

Uses DM's and the discovery page on Instagram so she can find more information about fitness, and so she can connect with other fitness pages.

Persona 3 Name: Rojshawn Dontae aka Nappy Chef



Demographic: Entrepreneur

Age: 34

Relationship Status: Engaged

Gender: Male

Race: African - American

Information:

- Current founder and owner of Nappy Chef, CLT .
- Looking to expand his business exposure across the US.
- Has a store front and food truck

Goals:

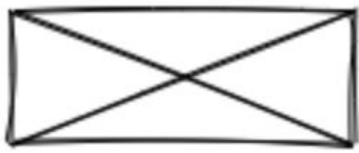
Wants to use Instagram to promote his restaurant and personal brand across the Charlotte border. Plans on implementing ordering directly from his instagram page.

Challenges:

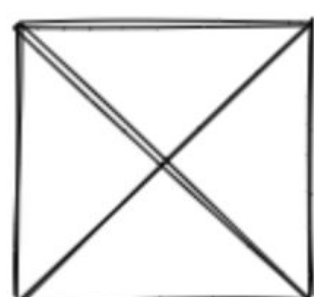
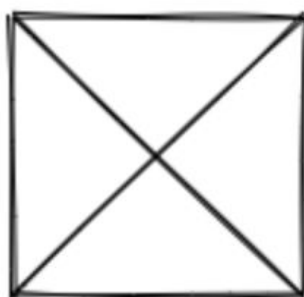
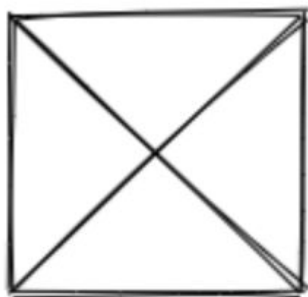
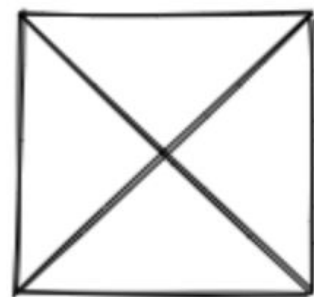
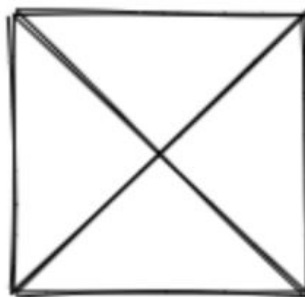
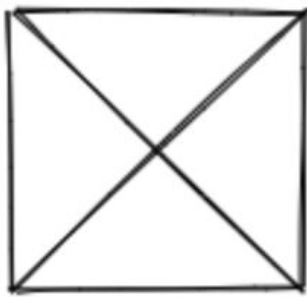
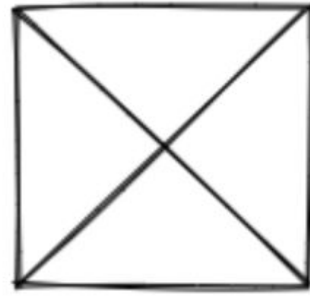
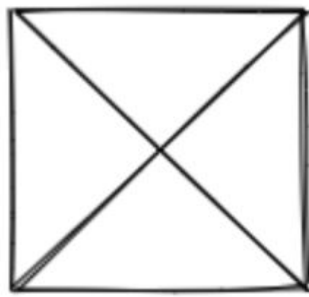
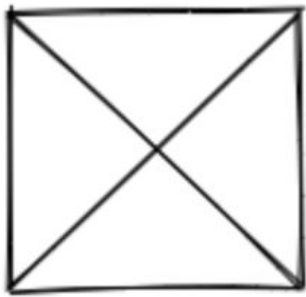
Getting the right foot traffic to his page without unwanted connections to thing that may impact his personal brand

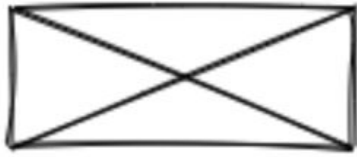
Target With:

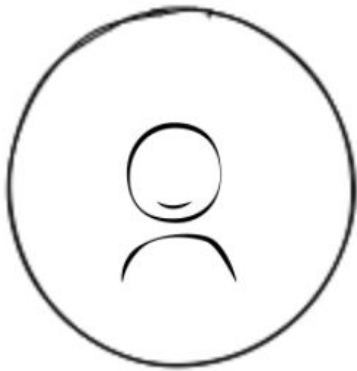
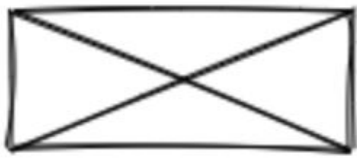
Uses hashtags/keywords and offers special discounts if his customers tag him in post/stories



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Handwritten text in a cursive script, likely a signature or a short message, enclosed in a rectangular box.

