

Personas



Name: Matthew Charles

Age: 26

Location: Pittsburgh, PA

Lifestage: Single young professional

Industry: Mechanical Engineer

Bio: Enjoys spending time with friends in the late night scene, and hiking by himself.

Has a good paying job with extra freetime.

Life Goals: Lead a comfortable life and live life to the fullest



Name: Jordan Ignious

Age: 42

Location: Seattle, WA

Lifestage: Fresh empty nester trying to enjoy his life (married, with 2 kids just left for college)

Industry: Welder

Bio: Grew up hunting, hasn't had much freetime for years till now. Also has newfound disposable income with kids off in college.

Life Goals: Stay healthy enough to be a fun grandpa once his kids have families



Name: Lola Fapula

Age: 38

Location: Las Angeles, CA

Lifestage: Just married no kids

Industry: Phycologist

Bio: More of a homebody but does enjoy traveling when the opportunity presents itself.

Life Goals: Head a new psychological study that can cure mental illnesses