

Matt Strayer

Project Proposal-Personas

**Persona #1**

**John Smith**

**Background**

Business - Sales

Degree in Finance

**Demographics**

Male, 55 years

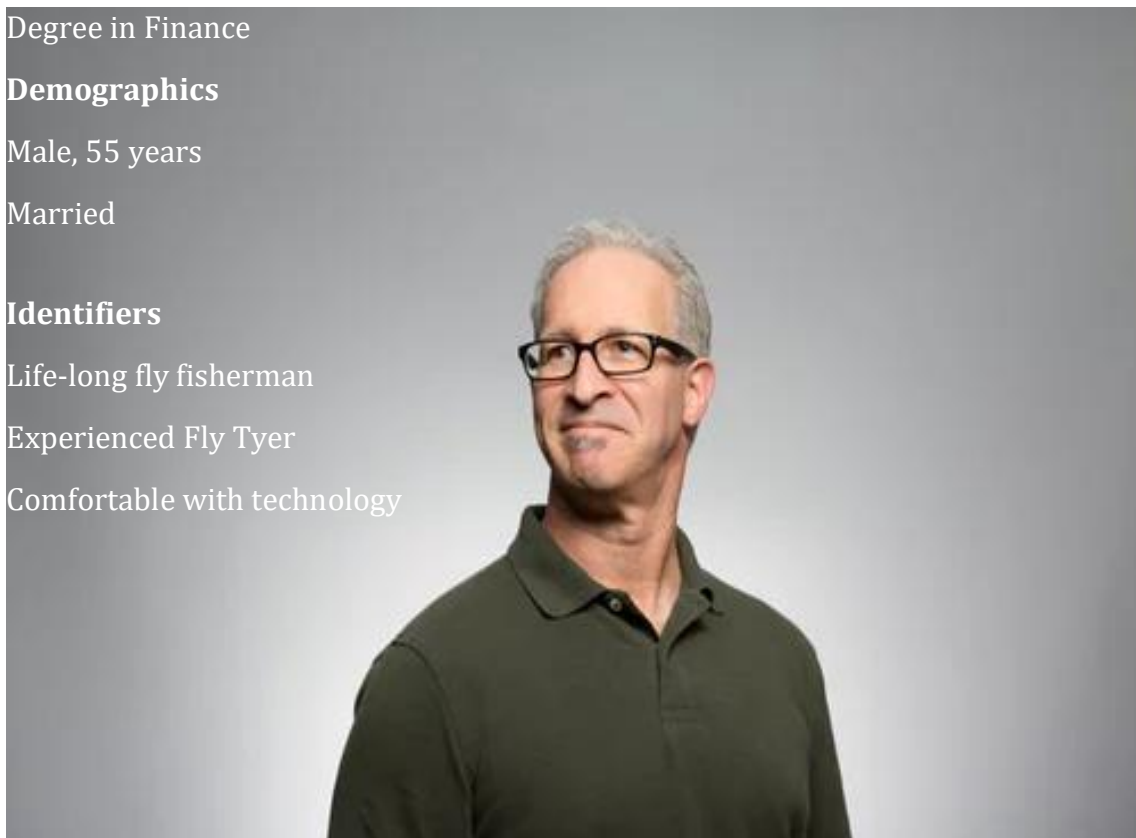
Married

**Identifiers**

Life-long fly fisherman

Experienced Fly Tyer

Comfortable with technology



## **Persona #2**

**Joe Hall**

### **Background**

Student

Studying engineering

### **Demographics**

Male, 22 years

Single

### **Identifiers**

New fly fisherman

Tech Savvy

Influencer

