

Lesson 10 User Persona



Working professional millennial

Tammy Smith, Lead Accountant @ Microsoft

- 27 years old
- Single
- Lives by herself
- Has a pet fish
- BS in Accounting from UW

Tammy is driven, focused on leading the accounting department to ensure financial data is processed on time each month. Tammy spends most of her time creating pivot tables and making charts on the latest performance results. She also reports on financial variances and determines the root cause to ensure accurate forecasting.

Tammy has advanced computer skills with MS Office products, using a PC professionally for work most of her time. She also uses a Macbook for personal tasks such as paying bills and editing pictures. When Tammy is out and about, she often keeps up to date on the latest events with different social media and news apps on her iPhone. She keeps her phones up to date refreshing her mobile device after every 2-3 new phone releases. She does use most of the Google apps on her phone as she prefers Google Chrome and Gmail apps over the standard apps that are default on a new iPhone.

Tammy works from home due to COVID which has presented an opportunity for pet companionship. She likes to go on walks and hiking which would also be great to bring a dog along. Since she works from home most of the day, she prefers outdoor activities after hours and during her free time.

“I would like to take care of an animal in need. We need them as much as they need us.”

References

<https://humanepro.org/page/pets-by-the-numbers>

<https://worldpopulationreview.com/state-rankings/pet-ownership-statistics-by-state>

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