#1

PERSONA	ENVIRONMENT	ATTRIBUTES	SOCIAL MEDIA HABITS
Kim Self Employed	House Home office Her on-line Business Website, Facebook Android user	• Self-reliant • Cost-conscious • Extreme Multitasker • Ambitious, Yet Cautious	Kim understands the benefits of small business and childcare. Uses suites of services that help organize her workday tasks and separate them from household tasks.

#2

PERSONA	ENVIRONMENT	ATTRIBUTES	SOCIAL MEDIA HABITS
John Student	College campus Home (summer) Website, FaceBook, Twitter, Stumblr iphone user	• Hip and a techno geek • Cost-conscious • Lazy, but socializes • Focused on classes and dating, part time job	John is aware of most of the social media tools. Watches Youtube and frequently posts about him and his friends. Also concerned about the environment and volunteers at a shelter

#3

PERSONA	ENVIRONMENT	ATTRIBUTES	SOCIAL MEDIA HABITS
Tanya Business Exec.	Apartment Office Twiiter and Instagram	• Self-reliant • Not Cost-conscious • Multitasker • Cautious	Tanya is aware of multiple business services. Understands software and uses mutiple web services & portals for work. Uses Twitter and other social media for networking and likes to brag to friends about her life.

#4

PERSONA	ENVIRONMENT	ATTRIBUTES	SOCIAL MEDIA HABITS
Dave Contractor	House workshop always traveling Sprint walkie/ smart phone	• Self-reliant • Always eats out • Extreme Multitasker • Works paycheck to paycheck	Dave is busy just making ends meet. He has a laptop for his business. Does use the internet, when he finds free wifi or DSL from home. Does not use social media at all.

#5

PERSONA	ENVIRONMENT	ATTRIBUTES	SOCIAL MEDIA HABITS
Alicia Retired Teacher	Assited living Shared PC Family visits & daycare /school help - flip phone	• Needs assited care • Cost-conscious • Likes to help people • Cautious	Alicia lives in a retirement home and tries to help out around the nieghbor-hood. Teaches part tim at after school programs & shelter. Has facebook to see grandchildrens activity and follows family online, but techically challenged