



Name: Addison Miller

Age: 22

Occupation: Student & Influencer

Status: Single

Location: San Diego, CA

Goals

- To gain as many followers as possible
- Consistently post on social media platforms
- Reply to messages in a timely manner

Frustrations

- Losing followers
- People not subscribing
- Missing messages from her multiple platforms

Platforms

- Snapchat
- Instagram
- Tic Tok



Name: Kevin Hernandez

Age: 26

Occupation: Personal Trainer & Streamer

Status: Married, no kids

Location: Raleigh, NC

Goals

- Be able to start his own gym
- Provide quality videos for people working out at home
- Be a great provider for his family

Frustrations

- Constant work out routine requests being missed on social media
- Lack of time to go through all platforms to check messages
- Working for a boss that doesn't want him to stream while at work

Platforms

- Facebook
- YouTube
- Tic Tok



Name: Mariah Stevens

Age: 19

Occupation: Customer Service

Status: in a relationship

Location: Washington D.C.

Goals

- Be able to help customers quickly and confidently
- Limit distractions at work
- Get promoted to manage the social media department

Frustrations

- Missing out on things her friends plan but isn't aware of
- Juggling work and personal social media accounts
- Heavy work load

Platforms

- Instagram
- Facebook
- Twitter