Name: Anna White

Bio: Age 20-24, Hard working student, currently in university, she uses a Mac Laptop, uses her phone frequently to stay in contact with her friends, loves making snapchat videos and TikToks to post and share. Wants to become a surgeon, well educated, logical thinking, prefers simplicity over complexity.

Personal Goals: To get through university with high grades. Then to apply to a good post graduate program to get a doctorate degree. Also to keep up her social life with her friends on SnapChat and Instagram.

Immediate Goals: Pass her math course, requesting help for math. Finishing assignments, enjoy time relaxing afterwards. Occasionally play video games. Replying to her SnapChats. Making money to save for University.

Personal info: Likes doing homework mostly on weekends.. Works at a grocery store during the weekend.

Habits,Behaviours, Interests: Likes to sleep in, however once her day starts she will work on school assignments and have a productive day. Is interested in medicine, loves watching movies about medicine. Loves to edit videos of her and friends on TikTok.

Skills: Organizing time to study, editing videos on social media such as Instagram, Snapchat, and TiktTok.

Frustrations: Easily frustrated with new subjects. Does not get frustrated once a skill has been learned. Complex software is frustrating to her because she will only put in 0 - 2 hrs/week in learning new software.

Social: Uses SnapChat to send quick videos and pictures to her friends that she is currently talking to. She will use Instagram to post selfies of herself to share with people outside of her friend group. Creates and Edits TikToks to share because she enjoys making videos.

Technology: Well versed with her phone, however if you ask her for her MAC address she would not be able to find it without some assistance. Uses her Macbook to watch movies on Netflix or Disney Plus. She would use iMovie on her laptop to edit a video for school.

-   Justification -

   Anna White is our main persona as we believe she best exemplifies the data we collected from the survey when compared to other personas we generated such as Bill Apple, Jeffery Joe, and Joey Hargreaves. This is because she uses plenty of social media, has "Some experience" in video editing, does not like complex software, and she has a positive behaviour in completing assignments. Anna being selected as our main persona is justified with our data, all of which is shown in our survey/raw data.

   Unlike Jeffery Joe, he does not use as much social media, he is a much older guy (aged 50-59), uses Youtube and email, which would show his disregard for social media. Contrary to Anna White who uses a significant amount of social media which is shown in our raw data file, with almost every respondent selecting that they used multiple social media apps. This is relevant because the main app usage, Snapchat, Instagram and TikTok all include video editing software. We believe this is integral in finding out who would be using our software because it would allow for an easy transition from social media to our platform. Thus showing that the high social media usage seen in our raw data, is an important part of Anna White.

   Anna White's dislike for complex software is crucial because she prefers simplicity over complexity. She gets easily frustrated with new subjects however she does not get frustrated once a skill has been learned. This type of persona is important to us because this implies our software must be unique enough for her to switch, yet simple enough for her to learn.

   She wants to find a video editing program to use for assignments which is significant because this type of persona will use video editing software for school if needed. That is if there is a media assignment Anna will use video editing software. This is very clearly shown in our data, where the majority of respondents said that they will use video editing software for school.

   Ultimately, Anna White is our primary persona which is clearly shown in our data. Her behaviours and habits, such as her use of large amounts of social media, "Some experience" in video editing, dislike of complex software, and her positive behaviour in completing assignments makes her an ideal candidate when compared to other personas we generated such as Bill Apple, Jeffery Joe, and Joey Hargreaves.