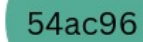




Gotham Condensed



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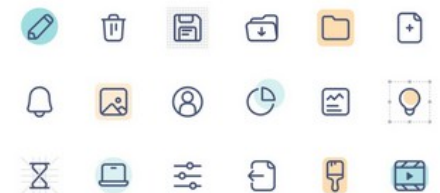
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# Stephanie

## Demographics:

- 26 years old
  - Single
- Lives in Tacoma
- Runs a marketing business
- Building a name for herself

## Attributes:

Stephanie emphasizes the quickest path to getting things done and done well in both her personal and professional life. She is tech oriented and prefers using both desktop and mobile applications for her needs, especially because she is a big user of social media. She appreciates simplicity and prioritizes having a high degree of control in her busy life. Stephanie is well-off, but frugal and always looking to optimize her purchases.

## Personality:

- Minimalist
- Goal-Oriented
  - Prudent

## Likes:

- Social Media
  - Hiking
- Meditation
- Coffee

## Pains and Frustrations:

- Doesn't feel like she has enough time to do everything
- Has difficulty remembering what she has and what she needs to buy
- Tracking her spending with spreadsheets takes too much time and energy from her

## Goals and Needs:

- Time Efficiency
- Seamless Organization
  - Convenience

