



Name: Tara

Design Graduate (Fresh out of college)

- Small marketing company / Entry-level
- Designs marketing materials for company

Age: 23-28

Gender: Female

Salary: ~\$50k / year

Location: Urban location

Education: BA from UC Davis

Family: Single, no kids

Primary goal: To find out more about how she stands in her income levels so she can negotiate for a higher income and plan for her future

Secondary goal: To find out what factors are affecting her salary versus others via comparison

How you help achieve these goals: Provide a tool that allows for her to explore various factors, such as region, experience (years), connections, etc.

Primary challenge: Not enough resources available

Secondary challenge: Failure to understand her own position

How you help solve these problems: Provide tools, terminology and guide inside application for user to understand how the application works

Primary values: Values intuitive design, good UI, fast loading times, easy-to-understand terms, relevant facts and information

Common objections during sales process: Objects to irrelevant information, finicky interaction experience, bad design