**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