# Persona Template

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| Name: Beth Childs  |  | | --- | | http://vignette4.wikia.nocookie.net/orphanblack/images/8/89/Alison.jpg/revision/latest?cb=20130505170443 |   Tagline: **Urban explorer** | Demographic Information Age: **32**  Place of residence: **Shares home with 3 other roommates in inner SE Portland**  Gender: **Female**  Occupation: **Graphic Designer**  Marital/Family status: **Single, no children, currently has a boyfriend.**  Internet Competency: **High** |

Narrative:

**Beth Childs works in Downtown Portland and commutes from her inner SE home by bike. She enjoys going out with friends, and exploring Portland’s extensive food scene. She loves to instagram food pics and enjoys exploring the city in her free time.**

The main reason this person will use your web site:

**To check out hours and location of Burrito Masala**

Any secondary reasons this person will use your web site:

**To find out the Burrito Masala menu**

Devices used by the end user (phone/tablet/etc):

**Beth uses a variety of devices in her personal and professional life - including a phone, tablet, and desktop. She carries her phone and tablet with her wherever she goes and does most of her internet surfing from those.**

Social media sites/online services used by the end user:

**Instagram, Facebook, Tinder**